

CHEMIST & DRUGGIST

The newsmagazine for pharmacists

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ORAL HYGIENE

SPECIAL SECTION

**More money
for contractors**

**Treasury admits
concern
over VAT**

**Advertisement:
"error of
judgement"**

**Beecham
chemists'
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* Premium Bonds

CHEMIST & DRUGGIST

113th year of publication Vol. 198 No. 4820

The newsweekly for pharmacy

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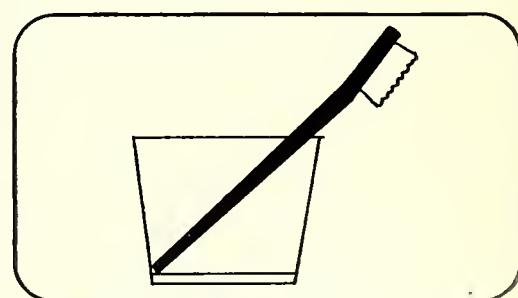
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A Benn Group Journal



Oral hygiene. A special section begins on p 153.

SHAPE UP TO PROFIT

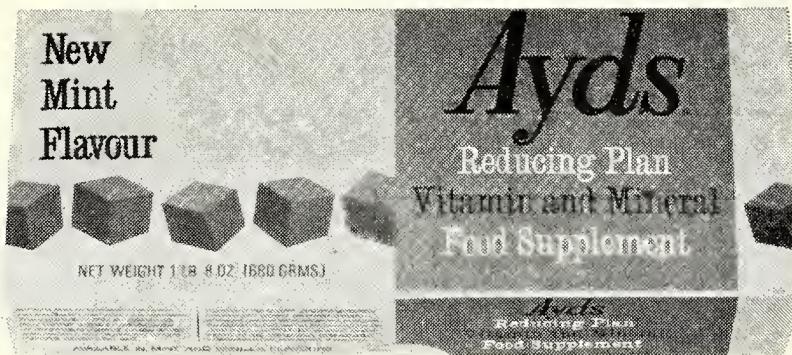
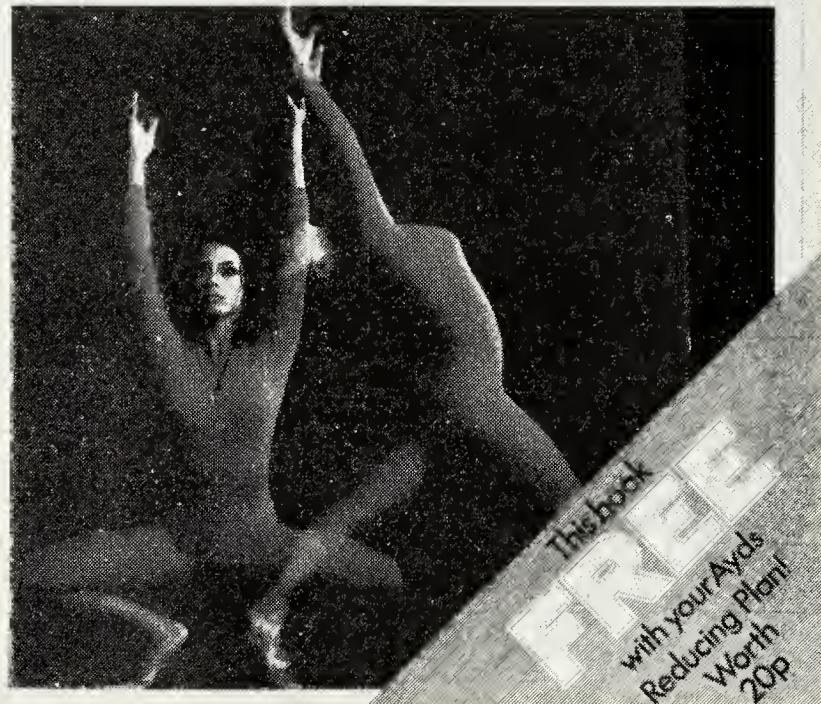


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ANOTHER GREAT OFFER FROM AYDS

Professional fee and container allowance up

An increase in NHS remuneration has been secured by the Central NHS (Chemist Contractors) Committee.

From August 1 the professional fee per prescription will be increased by 2p (=13 per cent), from 15p to 17p, and the container allowance per prescription will be increased to 1p.

A new claim for a further increase in remuneration is being formulated by the Committee and its advisers.

Negram patent infringement claim

C. H. Beck Ltd, Upper Clapton Road, Clapton, London, and C.H.B. (Aerosols) Ltd., St Paul's Churchyard, London were banned temporarily in the High Court on Monday from exporting the drug Negram.

The injunction, until trial of an action for infringement of patent, was granted to the plaintiffs, Sterling Drug Inc, New York, the patentees, who asked for the Beck companies to be restrained from selling the drug or offering it for sale unless they accepted a condition that it could not be exported.

Mr G. Paterson, for Sterling, said that the breach of the conditions of sale was found when Mr Beck gave evidence in Dutch patent proceedings. Mr Justice Graham said that a letter to Beck and an invoice were sufficient notice that the drug which they bought was not to be sold outside Britain.

Mr A. Turner, for Beck, said that the order should end with the words "for so long as such condition is imposed by the patentees". The judge incorporated these words in the injunction.

Discount store fined

At Leicester City magistrates' court, Brierleys Ltd, with a discount supermarket in Belgrave Gate, Leicester, were fined £50 on each of two charges of selling codeine phosphate and lobeline sulphate and £5 on each of six other charges relating to the sale of the two poisons when a registered pharmacist was not present; selling from premises not

registered for the purpose and failing to put their name and address on the packets. They were also fined £5 for failing to display an early-closing day notice and £5 for failing to close on early-closing day. An order for payment of £25 costs was also made. Defending solicitor entered pleas of guilty to all the charges and apologised on behalf of the company.

Glaxo wins case in India

The decision of the customs authorities in India to debit the import licences of Glaxo Laboratories (India) Ltd, by the assessable value of their imports of griseofulvin instead of by their invoice cif value was quashed by the Bombay High Court. The judge allowed a petition by the company challenging the decision as being illegal and void.

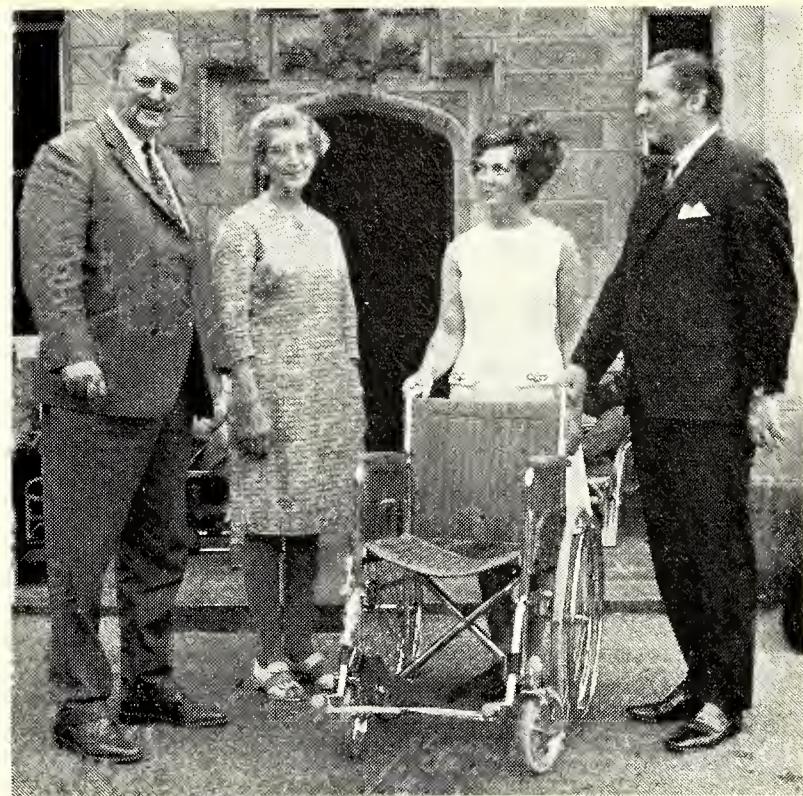
In the opinion of the court the concept of valuation of goods for the purpose of assessing duty was distinct from the question of valuation of goods for the purpose of importation.

For the petitioners it was said that until the imposition of import restrictions in 1965, they imported the griseofulvin at the cif value calculated at £25.50 per kg fob plus insurance and freight. Thereafter the UK associate took a policy decision to charge the Indian company a specially reduced price of £11 per kg. Nevertheless the petitioners continued to pay duty on these imports at the export price to other countries at £25.50 per kg.

It was the petitioners' contention that the invoice cif value of the goods alone was relevant for debiting the import licences.

"Cashless society" on the way

Retail pharmacies are unlikely customers for new electronic cash registers which eventually could lead to the "cashless society" where the customer



Birdsgrove House recently received a wheelchair, the gift of the Sheffield branch of J. H. Haywood Ltd and its parent, Barclay & Sons Ltd. Shown here are Mr D. E. Sparshott, chairman of the Pharmaceutical Society's Management Committee, and Miss P. M. Hurd, the warden, who accepted the chair from Mrs D. Patterson, manager of Haywood's Sheffield branch, and Mr Stewart Ritchie, director, Barclay & Sons

will pay for purchases by inserting his own electronically-coded card into a computer terminal at every point of sale.

According to a report "Electronics at the point of sale", this year will see the first British orders for electronic cash registers and although it will take many years, if not decades, for their full impact to be felt, the significance of this development for both retailers and the consumers is immense.

It is suggested that chemists may find the supermarket checkout type more appropriate eventually.

The electronic registers will also provide the missing link between what is happening on the sales floor and the com-

puter sited in the back office.

The report is published by Ovum Ltd, 22 Gray's Inn Road, London WC1.

Shampoos and bath products

The German Society for Cosmetology is to hold a symposium with the central theme "Shampoos and Foam Bath Products" next year from May 10-13 at the Kurhotel, Bad Pyrmont, southwest Hanover. It will be run along similar lines to the first international symposium held at the same venue last year. The programme will be announced later. Inquiries should be sent to the organisation committee c/o G. A. Nowak, D-345 Holzminden, West Germany, Dr Leymann-Weg 12.

Keele Conference

The British Pharmaceutical Conference at Keele in September will have a truly international flavour. Among the 550 members who have applied to attend are some from United States, Beirut, Australia, New Zealand, Switzerland, Germany, France and Denmark.

An unusual feature at the conference is the fact that for three functions, the banquet, ball and barbecue, the organisers can cope with up to 1,000. They have therefore arranged that members of local branches

who are unable to attend the conference but wish to attend those events may do so on applying to the Conference Secretary, Mr P. Taylor, 48 Paris Avenue, Westlands, Newcastle, Staffs. ST5 2RQ.

The cost of tickets are as follows: barbecue £1, banquet £4.60, ball £3.

The organisers are requesting members, who have not already done so, to return their cards indicating their mode of transport in order that meeting arrangements can be made.

Treasury admits retailers' are concerned over Value added tax

A Treasury official admitted last week that the prospect of value added tax was worrying many retailers. Addressing a meeting in Sheffield Mr Patrick Jenkin, Chief Secretary to the Treasury, said the Customs and Excise had had perhaps, more representations on the topic of tax paid stocks than on any other single issue since the VAT Green Paper had been published last year.

The government had opted for a combination of measures he said, an extension of sale-or-return procedures and an end to purchase tax a short while before the start of VAT.

However, it was prepared to examine any reasonable scheme for the use of sale-or-return methods by individual trades. One possibility would be based on identification of containers rather than individual items—for example, unopened cartons of products where it would be impracticable to identify individual items.

This would mean, he explained, that unopened containers could be held tax-free in retail premises and the goods would become adopted, and purchase tax become due, on the breaking bulk. The government believed that acceptable schemes of this sort could be worked out for some trades where the tax pause did not provide adequate relief.

Mr Jenkin said the government was anxious to be as helpful as possible and that Customs and Excise would shortly publish "a mass of detailed information" about VAT.

Consortium view

Earlier the Retail Consortium issued a statement which said that the ending of purchase tax a short while before value added tax began (the so-called tax pause) could not solve the problem in the case of many goods. Indeed, it would actually "create many problems of its own". Sale or return schemes would provide the only real safeguard for the greatest part of the retail trade, the Consortium claimed.

They added: "At this very moment the Government is proposing to make new regulations

which would considerably increase the difficulty of using sale or return schemes as compared with the conditions in force up to now. The result would be to put them effectively beyond the reach of the greatest part of the retail trade."

The Retail Consortium is asking that there should be no interference with sale or return arrangements as they have been available in practice for many years past; and that the proposed new regulations should not be made.

VAT courses for management

NCR will be running a number of one-day courses in the autumn, especially for the small retail business, on the implications of the value added tax and how it can be implemented with the least upheaval to the business. The courses will normally be held at NCR's Greenford Education Centre but requests for courses in provincial towns or even in-house will be welcomed.

Details from: The Registrar, NCR Education Centre, 309 Ruislip Road East, Greenford, Middlesex.

Oral diabetic drugs to carry warning label

Oral hypoglycaemic drug containers are to carry a "specific warning" in America. The US Food and Drug Administration recently ordered that the following statement should be placed on manufacturers' labels: "Diet and reduction of excess weight are the foundations of initial therapy of diabetes mellitus. When the disease is adequately controlled by these measures, no hypoglycaemic drug therapy is indicated."

Because of the apparent increased cardiovascular hazard associated with oral hypoglycaemic agents, they are indicated in adult-onset, non-ketotic diabetes mellitus only when the condition cannot be adequately con-



Mr Charles Greig of the Ian M. Mackenzie Pharmacy in Abbotswell Crescent, Aberdeen, receives his £100 cheque for winning the Yardley Mini Spray Display Competition (Chemists Northern Area). Presenting the cheque is Mr Robert Jardine, Yardley regional manager, and in the background is Mr Jim Loughlin, the local representative. Mr Greig took a course in display at night school and has enjoyed entering competitions ever since

trolled by diet and reduction of excess weight alone, and when, in the judgement of the physician, insulin cannot be employed because of patient difficulties.

Forecasting glass container demands

A new system of forecasting for glass container users has been proposed by the Glass Manufacturers Federation. By providing glass manufacturers with a three month "rolling" forecast in addition to the annual forecast, says the GMF, bottlers can increase the industry's efficiency.

The three month "rolling" forecast, which is fully explained in a GMF publication, "Ordering of Glass Containers" requires the bottler to do three things after the middle of each month: confirm his estimate for the next month, confirm or amend that for the second month and provide an estimate for the third month.

If at any time the annual forecast figures, provided by September the year before, look as though they have been over—or under—estimated, a revised schedule is to be supplied to the bottle manufacturer.

The leaflet is free from the glass container manufacturers or the Federation, 16 Portland Place, London W1N 4BH. The glass container industry's fundamental difficulty—of balancing supply and demand, lies in the sharp difference between the physical abilities of the bottle maker and the bottler in adjusting to changes in market demand. The new system should alleviate this problem.

Glass production entails the manufacturer keeping his furnaces going at a constant rate which can only be varied with great disruption and at a considerable cost. The bottler, on the other hand, can alter the flow of his bottling and filling lines at short notice and with little interruption.

A & H adopt Flexitime system of working

Some time ago Allen & Hanburys Ltd at Ware, Herts, have been examining a system of flexible working hours which promises revolutionary changes in the traditional work pattern for industrial staff in many fields.

The company's experiment at their Ware factory with Flexitime, as the system is known, proved so successful after the initial three months that it is being continued indefinitely.

The company say that more time is needed before a full assessment can be made but already many advantages are evident. A & H have proved that the system will work in a production area in addition to its being suitable for office staff.

They believe that operated on a large scale throughout industry, flexible working hours could play an important part in the advancement of management and staff relations. With its greater freedom in the choice of starting and finishing times at work, the system might even reduce some of the pressure of the present rush hour travel to and from work.

MRC seeks liaison with the industry

The Medical Research Council wishes to increase its collaboration with the pharmaceutical industry. The Council states in its annual report published this week that it has decided to introduce further arrangements to that end:

□ The Council is now willing to consider proposals put forward by pharmaceutical firms for collaborative work—previously such projects rested on the MRC's own initiative.

□ The MRC is now prepared in appropriate circumstances to place contracts for the supply, in quantity, of substances required for its research work—this arrangement supplements the existing scheme of research and development contracts.

□ Directors of Council establishments are now authorised to undertake, at the cost of an industrial company, investigations of the clinical pharmacological aspects of a new drug devised by that company.

□ To encourage greater co-operation at an informal level

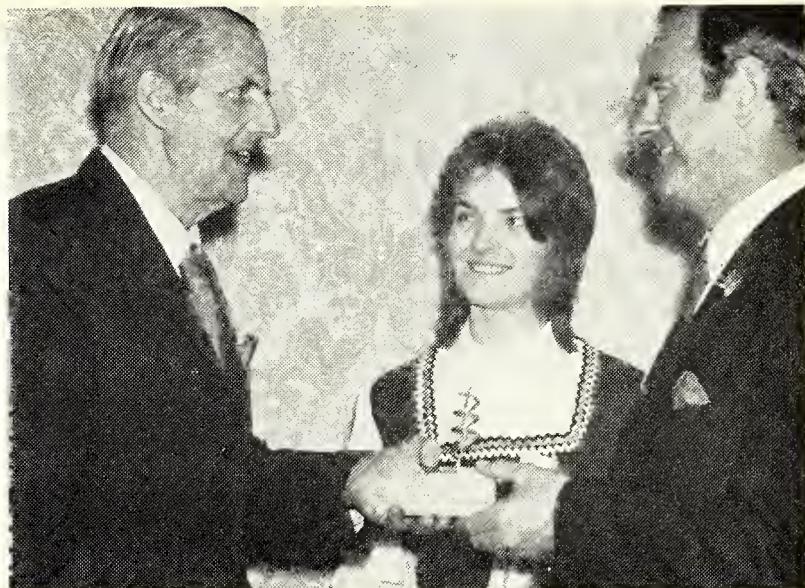
between industry and its research staff, the Council states it will be glad to consider the attachment of visiting workers from industry to its establishments—the MRC has already introduced a scheme to enable members of its staff to act as consultants to the industry. (MRC annual report, HM Stationery Office, £0.90.)

Journalist awards

The first Ortho Medical Journalism Award was recently presented by Mr A. J. North, managing director of Ortho Pharmaceutical Ltd at the Polygon Hotel, Southampton.

The recipient, Mr John Prince, formerly of **Daily Telegraph**, also received a cheque for £500.

Mr Prince, who retired earlier this year, was described as: "the first journalist who managed to penetrate the world of medical politics, and



John Prince, former health services correspondent of the **Daily Telegraph** receives the Ortho Medical Journalism Award Trophy from Mr A. J. North, Managing Director of Ortho Pharmaceutical Ltd. Miss Alison Purvis (centre) of the **Evening Post & Chronicle**, Wigan, received a special prize

to report the political decisions doctors were making amongst themselves" to the public.

Miss Alison Purvis, a 23-year-old reporter on **Evening Post & Chronicle**, Wigan, was presented with £100. Her award, a special one, was for two series of articles she wrote on heart disease and cancer.

pharmacist in 1945, serving his time with the late Mr T. J. Bourke, of Cavan,

After qualifying, he worked in Cork, Dublin city and Mohill before opening his own pharmacy in Donegal. He first became interested in the problems of "grass roots" pharmacy in 1950 when the Donegal Chemists' Association was formed and he acted for a time as secretary, later taking over the office of chairman for two terms. He has been an effective member of the North-western regional committee for some years. Married with eight children, ranging from 21 to 8 years.

His eldest son, Patrick Joseph, holds the BSc Pharm degree.

Irish news

Co-opted to Society's Council

Mr James Francis Brady, The Diamond, Donegal, was co-opted to the Council of the Pharmaceutical Society of Ireland at its July meeting in Dublin to replace Mr Vincent G. McElwee who had resigned for business and personal reasons.

The president, Mr R. J. Power, proposing Mr Brady, said the procedure normally adopted in co-options was that pharmacists in the area where the vacancy arose were consulted on whom they thought the most suitable persons to be appointed. It gave him pleasure to put forward Mr Brady who was an active pharmacist in the North-western area. He was satisfied Mr Brady would have much to contribute to the activities of the Council.

Mr Tom Guckian, seconding, said that Mr Brady was a prominent member of Donegal Pharmacists' Association. Donegal had been the first county in which dispensing by community pharmacists for the lower income group had been implemented and Mr Brady had played a part in helping to bring this about.

Mr Brady qualified as a

Enough light for 1,000 cities



Recently Metz Apparatewerke celebrated the production of their 2,500,000th Mecablitz photographic flash unit. Metz started the production of electronic flash units two decades ago and claim to be market leaders. The company point out that the production of 2½ million electronic flash units is clearly a record and if all Mecablitz units could be made to flash simultaneously, in the short span of 1/1000th second the enormous power of 100 million kilowatt would be released. That is enough power to light up 1000 cities of about half a million inhabitants each. 200 large power stations would be

needed to produce 100 million kilowatt. Metz were the first to use transistors in place of clumsy vibrators, they were the first to use rod-shaped flash tubes with tube-shaped reflectors—essential for the miniaturisation of portable units.

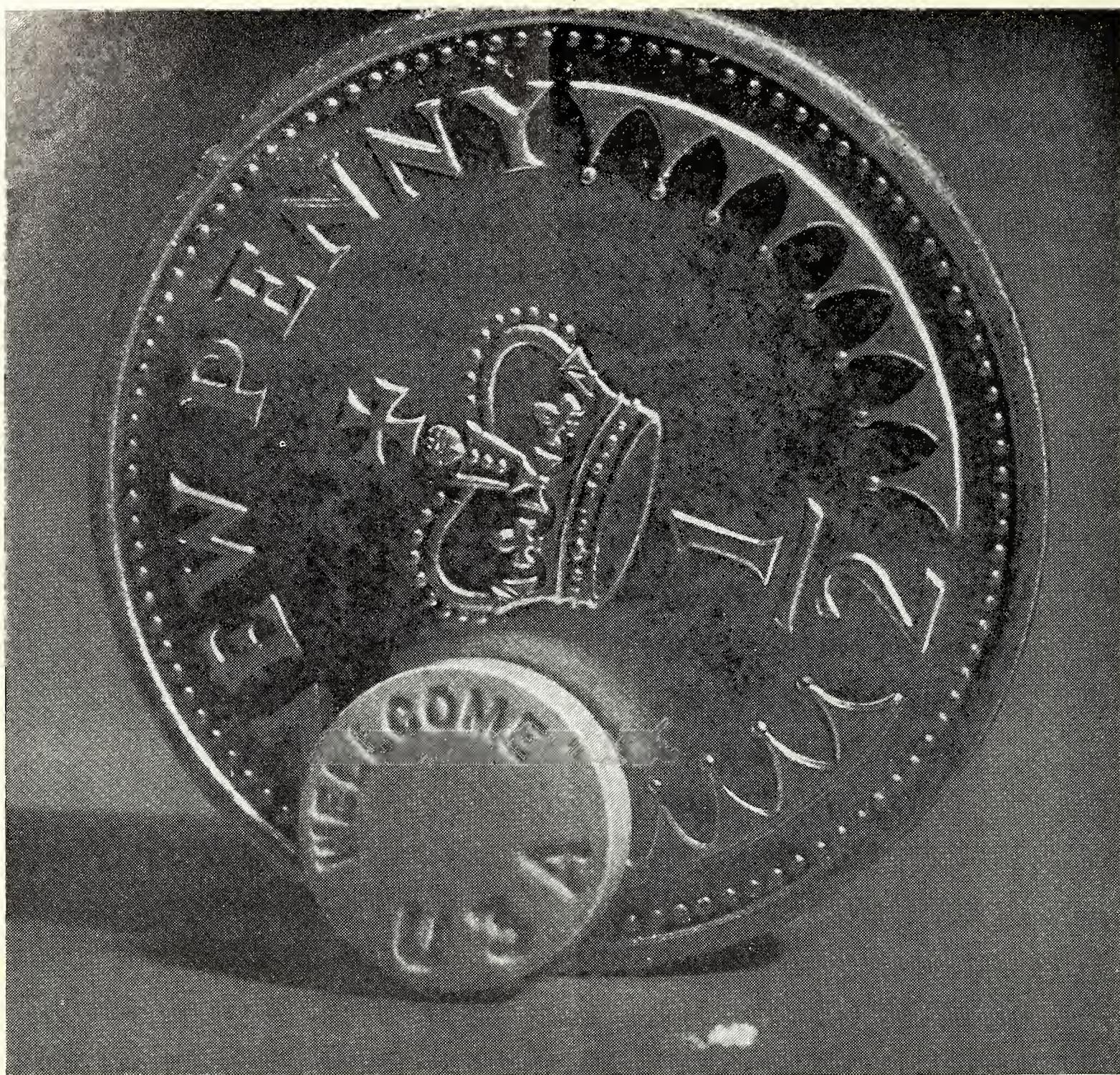
Metz marketed the first single-unit electronic flash in 1959, and in 1970 they established a further milestone in the history of flash photography by introducing the Telecomputer—a unit where the light transmission is automatically measured and adjusted.

Mecablitz are imported in the UK by J. J. Silber Ltd, 11 Northburgh Street, London EC1.

Irish premises damaged

A bomb exploded in Botanic Avenue, Belfast on July 21, and the premises of the Pharmaceutical Society of Northern Ireland were damaged. The office of the Ulster Chemists' Association that are in the Society's house were mostly affected, the damage consisting mainly of broken windows. After clearing up and boarding up, work continued as usual.

The premises of an ex-president of the Pharmaceutical Society of Northern Ireland, Mr James Paul, Newry, were wrecked the previous day. His pharmacy is next to a post office and the terrorists left a bomb in a pram outside the post office. The pram was noticed and on examination was found to contain an explosive device. The occupants of the nearby premises were warned accordingly.



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LAI

COMPANY NEWS

Boots maintain progress in first quarter

Addressing over 200 shareholders attending the annual general meeting of Boots Co Ltd in Nottingham last week, Mr W. R. Norman, chairman, said that the progress of the past year had been maintained in the first quarter of the current year. All their main subsidiaries had met their sales and profit budgets. Group sales in tax exclusive terms showed a higher percentage increase over the equivalent period of last year than to that period over the previous one.

Commenting on the findings of the Monopolies Commission's



Mr Willoughby Norman

report on the proposed Boots-Glaxo merger, (last week, p 113), Mr Norman said that the suggestion in the report that the incentives to Boots to widen the basis of their own research would be lost, were it to acquire Glaxo "is a view which my colleagues and I totally refute. It does seem that our very success in research, albeit from a relatively small base, has frustrated the successful conclusion of our hopes and plans. We are naturally extremely disappointed at this outcome but we will not let the setback weaken our determination to continue to develop our business along the lines we have been following".

Cyanamid-Lederle move to Gosport

Cyanamid of Great Britain Ltd and their subsidiary, Lederle Laboratories are completing the transfer of their Bush House, London, headquarters to new offices on the company's 30-acre site at Gosport, Hants, by the end of this month.

In addition to the new office block, production and laboratory facilities have been expanded. A new chemical manufacturing unit, with a 20m-lb capacity, recently came on stream.

At the end of the year a new fully integrated refinery catalyst manufacturing plant for the petroleum industry will also be ready.

A new £80,000 warehouse for pharmaceuticals, animal health products and sutures, with a streamlined "picking" system to speed order processing and dispatch, was opened in April.

From August 1, Cyanamid and Lederle will operate from Fareham Road, Gosport, Hants (tel.: Fareham (03292) 6131).

Sales profits record for Lilly

Eli Lilly & Co, Indianapolis, achieved record world-wide sales and earnings in the first six months of this year. Consolidated sales of approximately \$436.4 m were 17 per cent greater than in the comparable period in 1971. Each of the company's marketing areas—domestic pharmaceuticals, Elanco Products, International operations, and Elizabeth Arden—contributed to the sales gain. Income for the six months was an estimated \$65.9 m, an increase of 28 per cent.

Mr Eugene N. Beesley, chairman, said the results reflected continued improvement in operating efficiencies, increased demand in the agricultural market and acceptance of new and established products by the medical profession. However Mr Beesley warned that because of the seasonal nature of certain products, particularly in the agricultural field, the growth rate might not necessarily be indicative of results for the full year.

More from Gnome Photo

Group profits of Gnome Photographic Products Ltd advanced to £194,250 for the year to May 31 from £130,973 in the previous year. The dividend is raised from 25 per cent to 30 per cent.

Profit includes dividends and interest of £26,977 (£24,940) and profit on investments realisations



Mr Gustav Ahrens, managing director, Agfa-Gevaert Ltd, presenting to Mr Rees, Crowborough, tickets for two to attend the 1972 Olympic Games in Munich. Mr Rees won first prize in the company's international competition "Sport and Games in the World's Viewfinder" which attracted 27,682 entries

of £10,393 (£4,037). After tax of £73,041 (£49,161) the net profit is £121,209 (against £81,812).

Philip Harris increases profit

Group profit after tax of Philip Harris (Holdings) Ltd for the year ended March 31, was £197,534 (against £149,934 in previous year). Taxation charged was £137,642 (£111,800). Total dividend for year is £0.22 per share (against £0.20).

Sherman Chemicals move

To meet the increased demands for their products, Sherman Chemicals Ltd, Gillingham, Dorset, will shortly transfer its factory to their new 2½-acre site at Sandy, Beds. The offices will also be transferred to Edmonton Green, London N9. Messrs E. M. Owen and A. J. Hoy have been appointed directors. Mr B. M. O'Flanagan has been appointed secretary of their subsidiary company, Sherman Chemicals (Dorset) Ltd.

In brief

R. Weston (Chemists) Ltd: (Philadelphia Jeyes) has been transferred to bigger premises at 9 West Arcade, Bedford, from No 7. The company's branch at 16a Old Market Place, Grimsby, has been closed.

Gillette Co, Boston, USA: Net income in the three months ended June 30 1972 rose to \$16.64m, a 27 per cent increase over the second quarter of 1971. Consolidated net sales increased 21 per cent to \$205.97m over the same period last year.

Bell & Howell Co, Chicago: Net earnings rose from \$3.69m in the second quarter of 1971 to \$4.25m in the second quarter of this year. Quarterly sales were \$87.19m against \$80.67m in the second quarter of last year.

Merck Sharp & Dohme Ltd are to retain the trading title of their subsidiary, Thomas Morson & Son Ltd, when Morson cease trading in inorganic chemicals at the end of September. (Corrected note.)

Upjohn Co in the second quarter of the year earned \$12.7m on sales of \$130.1m. Last year's second quarter figures were \$10.4m and \$113.3m respectively.

Appointments

University of Glasgow: Gordon William Kirby, professor of organic chemistry at Loughborough University of Technology, has been appointed regius professor of chemistry in the University of Glasgow. He succeeds Professor R. A. Raphael who has held the chair since 1957 and who was recently appointed to the chair of organic chemistry, University of Cambridge.

United Glass Ltd: As a result of their increased responsibilities within the Distillers Co Ltd, Messrs C. R. S. Robertson and G. B. Murray have resigned from the board of United Glass. Mr Robertson will be succeeded as chairman of United Glass by Mr J. R. Cater who has been a member of that board since 1969. Messrs J. M. Connell and R. S. Temple have been appointed to the United Glass board by Distillers Co.



Seen with a Rolls-Royce full of Dentyne are (left to right) Mr K. Easthope, general manager of Lexmead Motors. Mr D. Henstock and Mr Freddie Truman (story below)

Chewing gum in a Rolls-Royce

Cricketer Mr Freddie Truman received 308 boxes of Dentyne chewing gum—the number of wickets he took during his Test career—on behalf of the Variety Club of Great Britain for Underprivileged and Handicapped Children.

The chewing gum, donated by Warner Lambert and presented in Manchester recently by group product manager, Mr David Henstock, was one of a series of events which began with a competition to guess the number of boxes which would fit into a 1972 Rolls-Royce Silver Shadow.

PEOPLE

Mr W. H. Howarth, MPS, has been sworn in to be a magistrate for Nottingham.

Mrs Constance Perris, FPS, Mayfield Road, Moseley, has been elected president of Birmingham Pharmaceutical Association. She is the first woman to hold the office since it was formed in 1847.

Mrs Perris, now in retail, was chief pharmacist at Birmingham Women's Hospital before her present position.

Sir George Godber, Chief Medical Officer of the Department of Health, has been awarded the Léon Bernard Medal and Prize by the World Health Assembly. The award was made for Sir George's 'outstanding contributions to the development of social medicine and international public health'.

NEWS IN BRIEF

- Retailers in central Chester are to be asked by Chester Corporation to vote if they would like to remain open six full days weekly outside the holiday season.
- Purchase tax is expected to yield £1,315m in the current financial year. The recent reduced rates are estimated to "cost" the Exchequer £135m in 1972-73.
- "The Fetus", the Reckitt & Colman film (*C&D*, February 5, p 166) which deals with chronic and acute situations where there is a high risk to the unborn baby, has been given a certificate of education commendation.
- Indian Oil Corporation has contracted to import about 12,000 metric tons of base oils, used for the manufacture of medicinal and industrial products from Rumania.
- Imports of pharmaceuticals into Mozambique from South Africa increased gradually from R139,625 (about £69,800) in 1965 to R478,000 (£240,000) in 1970, which would seem to indicate that South Africa is getting as much of the market as possible. In Mozambique there is a 15 per cent duty preference granted to Portuguese products for Government tenders.
- No steps were being taken to assay the therapeutic efficacy of repeated doses of analgesics or antitussives given to NHS patients, said Sir Keith Joseph, Secretary of State for Health and Social Services, when replying to a Parliamentary question by Mr L Pavitt. Sir Keith pointed out that the Committee on the Safety of Drugs had regard to the likely long-term effect of medicinal products.

Topical reflections by Xrayser

Voracity of big business

At the time of making brief comment on the decision of the Monopolies Commission last week, I had not seen any of the details of the report itself—merely the stunned comments of the experts who contribute to the financial columns of the national Press. I see no reason to depart from what I wrote then. I referred recently to the submergence of a large number of wholesale and manufacturing houses, the survivors of which have ceased to take part in manufacture of any kind and have become merely distributors of products made elsewhere.

That Glaxo, who have indulged in a good deal of the ingestion in recent years, should now have become the pursued, is evidence of the extent of the voracity of big business in a modern world and I think the Commission was right in ruling the project as not being in the public interest. Indeed, they went further by declaring positively that the mergers "could be expected to operate against the public interest." But, then, the primary factor in any merger is hardly likely to be the interest of the public. There are usually other considerations. Pharmacists as a whole will not be greatly impressed by the arguments of the effects of such mergers on research and development.

On the other hand, the fears felt by many in connection with the transference to the Boots organisation of the distributive arm of Glaxo under the banner of Vestric, while dismissed as groundless by the Commission, were very real and perhaps more readily understood by the pharmacists concerned than by the members of the Commission. The differences in policy and outlook have been emphasised in relation to fundamental principles on more than one occasion in recent years when the Pharmaceutical Society and the Boots organisation have been at variance.

Security of employment

Another extremely important point to which you make reference in your editorial is the question of the atmosphere of security which must have loomed large in the minds of many people whose whole future has been in the balance for a long period while the giants were carrying on a Brobdingnagian replica of an afternoon at Sotheby's. And no matter what protestations are made or promises given as to future employment, in general large scale takeovers and mergers inevitably result in what are euphemistically described as "redundancies." And each redundancy means a family without a breadwinner, and a breadwinner with a sickening sense of failure. The phenomenon is not pharmaceutical alone—it is seen throughout all industry, and it is but a small step from private monopoly to nationalisation. Both are top-heavy, both are bureaucratic.

Making peppermint water

In these days of easy identification of bacteria I have often wondered how we have survived the risks we have taken over the years. I read with interest the findings of the Royal Free Hospital, London, on the subject of peppermint water. In my early days it was made by adding the oil to boiling water and shaking, filtering before use. But its addition to mixtures was made on a small scale in prescriptions which were extemporaneously prepared and seldom exceeded one week's supply.

CHEMISTS TOILETRY SUPPLEMENT

This supplement is the first of a series specially compiled for *Chemist & Druggist* by Beecham Products—Britain's foremost toiletry manufacturers.

It is designed to show not only the important part Beecham toiletry products play in the development of major markets but how the chemist may realise the maximum profit potential from retailing fast-moving Beecham brands.

Total retail sales of toiletry products are now in excess of £250 million and account for approximately 50 per cent of the total turnover through pharmacies. Five product groups constitute a large part of this market, namely—deodorants, shampoos, hairsprays, toothpastes and men's preparations.

Beecham Products' brands are strongly represented in each of these major sectors and offer important opportunities to chemists wishing to derive profit from these items.

Chemists hold a unique position in the market place. In addition to their NHS dispensing rôle they are expected by the public to make recommendations for treatments and products in a way that no other retailer is expected to do.

The forward-looking chemist is now re-assessing his trading relationship with other types of retailer in the High Street. Faced with heavy competitive pressures, it has become important for him to look critically at his retailing operations, so that he can give the best possible service to his customers whilst making healthy profits from sales.

With so many competing brands within the main product groups, the wise chemist will stock the products which provide him with the greatest coverage of the market, keeping to as few lines as possible. He knows it is both inefficient and unprofitable to occupy valuable shelf space with little known brands in the hope of the occasional sale.

Rationalising for profit

Stock rationalisation is the key therefore to greater turnover and profitability in the pharmacy. Rationalised stockholding cuts out dead lines, freeing space for more profitable use.

By taking advantage of the larger manufacturers' quantity case-rates, the chemist can be competitive and offer attractive prices to the consumer. He therefore gains extra sales through stocking and promoting the fast-moving and heavily

advertised brand-leaders which deliver maximum turnover and profit.

In the five main market categories Beecham manufacture many of the major brands upon which the chemist depends. Macleans accounts for more than 18 per cent of toothpaste sales, Body Mist and Cool almost 15 per cent of deodorants; Brylcreem, Silvikrin and Pure Silvikrin nearly 29 per cent of men's hairdressings; Silvikrin Hair Spray more than 11 per cent of hairsprays; and in the shampoo market Silvikrin, New Bristows and Vosene together dominate with an up to 25 per cent share.

This supplement is designed to provide information of Beecham products in these five major markets, news of promotions and other important developments in these fields, and to review the progress of important new products introduced during the year.

New deodorants for fast growing market

During the past 5 years the deodorant market has expanded at a rate far exceeding that of any other market within the Health and Beauty Aids group and there is every justification to predict that this rapid growth will continue for at least the next four years.

In 1970 the value of the total market was £12.7 million and it is estimated that by 1975 it will have increased to that of approximately £23.3 million.

Chemists account for by far the greater part of total deodorant sales.

Beecham Products have long played an important rôle in the development of this market and it was the acknowledgement of clearly defined market trends revealed by extensive research, that prompted them to lay early plans for the consolidation of their position as number one deodorant manufacturer in this country.

A number of factors are responsible for this exceptional market growth but the most significant are undoubtedly (i) the increasing popularity of the more sophisticated aerosol applicator and (ii) the fact that more men are becoming heavy deodorant users.

Deodorant usage falls clearly into two basic categories:—

- (i) For the woman who requires a deodorant for her own personal use—that is, a deodorant which is absolutely effective and totally feminine in both appearance and perfume.
- (ii) For the woman who requires a deodorant not only for her own use but for her family and more especially for her husband. Again efficiency is a prime consideration and the perfume, whilst completely acceptable to her, must also be suitable for a man.

The two market sectors therefore, might be called (i) the "feminine" sector, and (ii) the "unisex" sector.

Whichever the sector, the consumer looks for the total reassurance of a product which combines both anti-perspirant and deodorant benefits.

These briefly were the factors taken into account by Beecham preparatory to the rationalisation of their deodorant range in the early part of the year.

The clear brand leader—Body Mist, re-launched in February 1971 with an anti-perspirant formula—fulfils the requirements in the "feminine" sector of the market exactly. With its attractive, feminine aerosol can, Body Mist's effective anti-perspirant/deodorant formula is the only brand to offer a choice of three different perfumes each giving the woman user complete protection and self assurance. Body Mist has everything in fact to ensure the brand's continued leadership in the "feminine" sector of the market.

In January this year Beecham launched Cool, a new product specifically formulated to fulfil precisely the require-





ments of the "unisex" sector of the market.

Cool, effectively combines anti-perspirant and deodorant functions and is packed in attractive blue 4oz and 6oz aerosol cans. The pack has been specially designed to have powerful visual appeal to both men and women. It is also available in a unique square-sectioned roll-on following a similar design theme to that of the aerosol. Refill units are available for Cool Roll-on.

Heavy advertising backing

Again Beecham with characteristic confidence, having researched every aspect, are supporting both products with heavy advertising activity. Over £350,000 is being spent in their current television campaign, the impact of which is creating a consumer demand greater than the most optimistic forecasts.

Promotional support

Both Body Mist's "Extra Value" pack and the introductory Cool "Reduced Price Offer" responded well to lively promotions in chemists earlier this year.

Body Mist and Cool are brands specifically developed to exactly answer the consumer needs in the major sections of the deodorant market.

In the context of Beecham's heavy advertising and promotional investment chemists stand to gain valuable profit from retailing these two deodorants in the high off-take summer months.

Cool Foot

Another new Beecham product enjoying increasing success, is a sister product to Cool. Launched earlier this year, Cool Foot is a deodorant refresher for hot, tired feet and which acts effectively to prevent the development of the skin

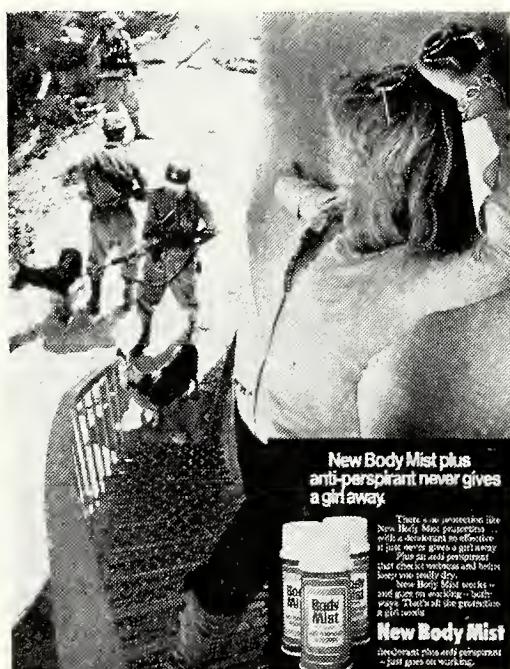
bacteria responsible for unpleasant foot odour.

Cool Foot is a product with broad consumer appeal. It can be quickly and easily sprayed through stockings or socks to soothe and refresh feet—both male and female.

An expenditure of £70,000 has been placed behind the new brand. Full page advertisements in a wide selection of popular women's journals and in the national Press are aimed to reach 90 per cent of the target audience. In addition to a regional TV campaign, £20,000 is being devoted to a strong promotional programme.

Extensive, striking display materials are available to enable chemists to create the highest level of consumer impact in the pharmacy.

Cool Foot is available in 6oz (130gm) aerosol cans at an RSP of 39p.



Macleans Toothpaste— chemists' brand leader

In February 1971 Macleans embarked upon the biggest ever toothpaste launch, indeed the biggest ever toiletry launch. Investing more than £1 million in a massive advertising and promotional campaign for their new brands—Fresh-mint and White Fluoride—Macleans injected new life into what had hitherto been regarded as a slow growth market.

Since that time the total market has expanded to more than £25 million and



A scene from one of Macleans new colour commercials, with the now familiar "snow" theme. This exciting new series embodies a dramatic "Lightning flash" device emphasising Macleans new "Lightning Whitening" message

represents the second largest toiletry market. More than 18 per cent of toothpaste sales through chemist outlets are of Macleans Toothpaste.

Macleans massive advertising, constant promotional activity coupled with the increasing public awareness of oral hygiene, present profit-conscious chemists with a unique opportunity to capitalise on Beecham's heavy investment. By fully utilising the extensive range of Macleans merchandising material and staging attractive and regular promotions, forward-looking chemists have already begun to claim back some of the valuable High Street toothpaste business which has been slipping away in recent years.

Exciting new commercials

Confident of maintaining their strong brand position in this highly competitive market, Beecham have placed a further £1 million plus behind Macleans this year. With an aggressive £200,000 Press campaign for White Fluoride, Macleans is spending *more* than any single toothpaste brand in the Press.

Going into millions of homes throughout the country, a series of new and exciting colour commercials which still retain the familiar "snow-scene" theme, use a dramatic "lightning flash" device to

Advertiser's announcement

emphasise Macleans new "Lightning Whitening" message.

Prior to the production of the new commercials, Beecham undertook an extensive research programme to assess consumer attitudes to their current advertising. The results clearly indicated an unqualified acceptance of the traditional "whiteness" promise. As a result of their findings, Macleans have strengthened even further this product property to stimulate constant heavy demand.

White Fluoride

There has been a definite and dramatic swing in public opinion where fluoride is concerned, and as competitive brands prepare to follow their lead, Beecham are taking steps to consolidate their position in the fluoride toothpaste market.

White Fluoride was the first brand to invest in a national advertising campaign. As sales increase, Beecham propose to play an important part in convincing the consumer of the clinical value of Macleans White Fluoride.

Their first step has been to launch a national campaign aimed at dentists with the specific intention of helping the chemist to enjoy the benefits of the expanding fluoride toothpaste market.

The campaign follows the success of a recent test operation conducted in the London area and is designed to supplement their already considerable £200,000 spending in the press on this brand alone.

Specially designed presentation displays containing samples of White Fluoride, 50 printed appointment cards and 50 explanatory leaflets, are being sent direct to most dental practitioners for distribution among their patients.

In terms easily understood by all age groups, the leaflet explains the benefits of using a fluoride-based toothpaste and, with the aid of simple illustrations, gives a step-by-step guide to dental care.

The project has already received an enthusiastic response from practitioners, prompting Beecham to predict a considerable upsurge in sales through chemists.

In anticipation of the increase in brand awareness and to attract additional customer interest, special display material, in keeping with the campaign theme, is being made available to all chemists.



The colourful counter dispensers are designed to accommodate Macleans White Fluoride and a supply of the leaflets.

Shampoos—New Bristows overall market-leader

Beecham have staged a number of exceptionally successful launches in recent years, but possibly the most outstanding was the introduction of the unique "Shampoo & Conditioner-In-One" from Bristows in January of this year.

Developed to meet a major market opportunity, Beecham's objective in formulating the new product was to offer users a shampoo which, in addition to providing a normal shampooing function, covered all the consumer requirements in the area of conditioning.

New Bristows not only offers, but fulfils a promise of benefits superior to those found in existing cosmetic shampoos.

With a choice of four variants, each one formulated to balance the conditioning system against the basic shampoo ingredient to suit different hair types—Normal, Dry, Greasy and Dandruff—each variant has a different colour and perfume in sympathy with its individual properties and function.

Introduced under the famous Bristow's brand name, Beecham predicted an overwhelming success for the new product, backing the project with a massive £500,000 advertising and promotional campaign.

Television commercials presenting the "double-head image" have generated immediate and lively consumer demand in chemist outlets throughout the country. Backed up with full-colour double and single page press advertisements and a wide-spread sampling operation through major women's magazines, the brand has quickly become accepted by the consumer as a top-quality shampoo with the added benefit of the all-important conditioning ingredients.

Planned marketing programme

The obvious potential of the new product and the heavyweight support it has received has prompted a quick reaction from retail chemists, many of whom have taken full advantage of attractive introductory terms to gain maximum profit from stocking the new brand. The extensive and powerful range of merchandising material is being widely used by chemists to stimulate additional interest at point-of-sale.

Recent reports indicate that the introduction of New Bristows has had a profound influence on the market. An AGB consumer survey conducted during two consecutive four-week periods ending 6th May and 3rd June reveals that whilst other new brands, launched at about the same time as Beecham's unique new shampoo declined in share, Bristows attained the position of overall brand leader. Trade audits carried out during Jan/Feb and March/April confirm the brand leadership position.



This achievement represents for Beecham the fulfilment of the first stage of a carefully planned marketing programme aimed to place the brand in a firm position in one of the most volatile of all Health and Beauty Aid markets.

Heavyweight support for Silvikrin New Naturals

The success for Bristows follows that of another Beecham shampoo range. Since their introduction Silvikrin Natural Shampoos have increased in popularity as has the fashion for the "natural" look.

The natural ingredients of the New Naturals shampoo range—Alpine herb, lemon and lime, almond oil and egg protein extract—are blended with Pure Silvikrin, a basic hair nutrient contained exclusively in Silvikrin shampoo. The brand enjoys a wide consumer acceptance in providing well-conditioned, naturally healthy and beautiful hair at a popular price.

The powerful promotional activity which quickly gained an important position for the brand is still firmly maintained. This is accompanied by complete dominance of shampoo advertising in the Press. Chemists' sales reflect the benefit of a six-month concentration of heavy press advertising for Silvikrin.

An entirely new and exciting series of full-colour whole page advertisements emphasises the special benefits offered by the product's "natural ingredients plus pure Silvikrin" formulation.

This heavy-weight campaign which represents part of an extra expenditure of 20 per cent in women's journals this year for Silvikrin, includes more than one



hundred full page colour advertisements in most of the popular women's journals and is aimed particularly at the heavy shampoo users—the 16-24 age group.

By far the biggest continuous campaign of its type in the history of *Woman's Own*, Silvikrin advertising will appear on no less than 27 pages on consecutive weeks between May 27 and November 5 this year.

Every week during this period an unprecedented number of *Woman's Own* readers will see one or other of the five whole-page Silvikrin advertisements. This coverage together with that of the other high-circulation journals, will provide the opportunity for 3½ million women in the 16-24 age bracket alone to see the campaign during the six-month period.

No other beauty product has ever mounted a similar campaign.

Silvikrin Shampoo sales increased considerably last year, but even greater backing this year will certainly see a strengthening of Silvikrin's already firm position amongst the shampoo brand leaders. This will result in a further substantial increase in profits for the chemist.

Vosene—established major medicated brand

Research has shown that almost 50 per cent of all women in the United Kingdom suffer from the scalp condition commonly called "dandruff". Of these, 10 per cent suffer from severe dandruff and consequently seek products with a "treatment" claim or use prescribed brands. The remainder look for a shampoo suitable for the whole family which will both prevent dandruff and keep their scalps clean and healthy. This is the area in which Vosene continues to dominate despite competitive activity from other manufacturers.

The brand's share of the "medicated" shampoo market, in which it enjoys an extraordinarily high degree of consumer loyalty, is no less than 30 per cent—twice that of its nearest competitor.

The active ingredient, SBU185, has been proven, both clinically and by increasing consumer demand, to be an effective combatant against the yeast organism which lives on the scalp and is believed to be a cause of dandruff.

It is with products such as Vosene that the chemist, in his capacity as a qualified pharmacist, is frequently called upon to advise his customer.

It is the dominant position which these

three brands enjoy in the shampoo market which enables Beecham to support them with heavy advertising and lively consumer and trade promotions—both essential to generate heavy demand and maximum profit for the chemist.

These three leading brands, with nearly a quarter of all shampoo sales between them, considerably assist chemists in gaining excellent stock representation.

Hairsprays—Silvikrin, the ideal pharmacy line

The hairspray market can boast one of the most phenomenal growth rates of any toiletry market. Expanding at a rate of about 15 per cent every year for the last three years, the total value of the market has now reached a staggering £22 million.

The striking "Daisy" pack of the Silvikrin Hair Spray range is now a familiar sight in chemist outlets and, being seen by most women to fall quite clearly into a "cosmetic" category, it responds well to promotion in the professional environment of the pharmacy.

Complete range

The strength of Silvikrin's popularity is undoubtedly in providing a complete range of hairspray products the quality and price of which completely fulfil the needs of the widest possible sector of the hairspray market.

It is to these high-volume users—the 14-34 age group—that Beecham aim the now famous "Dandelion" television advertisements.

Beecham's past experience of the effectiveness of heavy consumer advertising has prompted them to increase their television advertising expenditure for Silvikrin Hair Spray this year by a massive 40 per cent. This clearly reflects the colossal growth of the hairspray market and confirms Beecham's confidence in its continuing rapid rate of expansion.

More than 70 per cent of all women use a hairspray, and given such a wide range of choice they will buy only a product which provides them with precisely the type of hair control they require. From research we see that the tendency is for them to select by "hair-types" rather than "hold" description and Silvikrin's three variants—for dry, greasy or normal hair—provide a formulation to satisfy all consumers needs.

In addition to Silvikrin's active television advertising schedule, a programme of powerful promotional activity gives maximum incentive in the pharmacy.

A recent and outstanding example of Silvikrin Hair Spray's appeal when on promotion, is a "25% Added Value" offer which was staged through April and May of this year.

As the trade became aware of the overwhelming demand created by the offer, repeated requests for additional supplies completely exhausted Beecham's reserve stocks.

Ex-factory sales during the promotional period reached an unprecedented level.

However, many of the more progressive chemists realised the tremendous consumer attraction of the "Added Value" pack and foresaw the strong demand.

A small chemist shop in Glasgow for instance, normally ordering 4 dozen Silvikrin Hair Sprays, increased the "Added Value" pack order to no less than 51 dozen.

A wholesale chemist on the West Coast of Scotland with an average order for 150 dozen increased its "Added Value" order to 670 dozen.

From two Middlesbrough chemist shops the best ever promotion order was for 200 cases. Predicting success for the Silvikrin "Added Value" promotion, 400 cases were ordered.

Not only twice the number of the previous "best", but these cases sold out in half the time.

As a result of these outstanding results, Beecham's are offering chemists a second opportunity to profit from the success of a further "25% Added Value" promotion in August and September.

Again the offer applies to all three variants in both "economy" and "regular" size aerosols and chemists everywhere are being strongly advised to place early orders for sufficient stock to cover what Beecham confidently predict will be another big profit-winner in the pharmacy.

Beecham backing the chemist

A strong consumer demand for Beecham's top-quality toiletry products is being constantly generated by the massive weight of advertising placed behind its brands. This is the kind of support which can be provided by only a major manufacturer such as Beecham, and the profit-conscious chemist will stock only these fast-moving leading lines which allow him to maximise his return from products which by long tradition the consumer expects to find in the chemist's shop.

By taking full advantage of Beecham's lively promotional programme and making full use of the extensive range of merchandising material always available to the chemist, he is in addition able to compete effectively with his High Street neighbours.

THE COST OF A SMOOTH SKIN

Face creams and skin care products market

by Dr A. F. Deeson, MA PhD DSc

Definition of this market is not easy because many products have overlapping functions, which may be defined as:

- Cleansing—especially at night to remove make-up without recourse to soap and water
- Moisturising during the day—a light cream worn under make-up
- Moisturising at night—applied before retiring to keep the face smooth
- Toning—by using astringents

To cover these functions there are at least six different product categories:

1. Cold cleansing creams and lotions
2. Foundation creams, including untinted creams and vanishing creams which are more often used by older women
3. Skin foods—moisturisers and nourishing creams
4. General purpose creams, such as Nivea and Astral
5. Baby lotions and oils (it is estimated that 50-60 per cent of these products go onto mother's face rather than baby's bottom—and are also frequently used for protection against the sun, and as cleansers)
6. Astringents

Complications apart, this is certainly a large and thriving market, estimated by *Retail Business* to be worth £11 million in 1970 in its narrowest sense, ie, creams which are specially prepared for facial treatment, and more widely, between £15 and £20 million a year.

Shift in sales

Chemists have traditionally been the largest outlet for such products, but there has been a distinct and significant shift away of sales, particularly in volume sales. Because the market is large and is applicable to almost every woman customer, because it is vigorous, with a regular addition of new products well supported by advertising, it is well-worth making sure that your beauty counter is always ready with help and advice and that you stock a good selection of products in the main categories noted above. Grocers, supermarkets, variety stores, department stores and direct selling operations are your competitors.

It is worth bearing in mind, too, that this lively, innovating market has a volume growth, overall at around 4-5 per cent per annum. Some areas, such as moisturising creams, are growing faster, while foundation creams are probably static.

Well over 50 per cent of all women currently use a cleansing cream and over half of these use one daily. As one might expect, usage decreases with age and falling income. About 40 per cent of all women use a foundation cream—weighted towards older, upper social scale women. Skin foods, partly no doubt because of

price levels, are heavily weighted towards the ABC1 socio-economic categories—about 31 per cent of these classes. Main usage for such products is in the 25-44 age group.

All purpose creams are used by 60 per cent of all women with a significantly larger percentage of usage in the lower income groups.

An independent consumer purchasing survey carried out in January/February of this year showed the following market shares for a total market containing the major brands, but excluding skin creams and lotions sold door-to-door:

Nivea	20 per cent
Nulon	16 per cent
Oil of Ulay	15 per cent
Johnson & Johnson baby lotion	12 per cent
Pond's	11 per cent
Atrixo	9 per cent
Astral	6 per cent
Vaseline Intensive Care	6 per cent

Last year Gala Cosmetic Group commissioned a National Opinion Poll survey, asking all female users of skin care products which brands they "used regularly". The following were the percentage of women who used the major brands regularly:

Nivea	46 per cent
Pond's	22 per cent
Johnson & Johnson baby lotion	12 per cent
Astral	12 per cent

This makes an interesting comparison with the *Retail Business* survey of April 1972, which gave 26 per cent of the cleansing cream and lotions market to Ponds with 16 per cent to Boots and 12 per cent to Max Factor. In foundation creams and lotions Ponds had 24 per cent with Yardley 16 per cent and Boots 14 per cent. Endocil came out on top for skin creams with 22 per cent followed by Oil of Ulay 16 per cent and Avon 14 per cent.

Strength of Nivea

Of the all-purpose creams Nivea had about 60 per cent.

In the astringents Avon, Arden, Max Factor and Yardley were stated to all have around 10-15 per cent of the market.

Other important brands for cleansing cream were given as Avon, Anne French and Yardley; for foundation creams and lotions Coty, Max Factor and Avon; for skin foods Boots, Rubinstein, Lancome, and Yardley; and for all purpose creams Astral.

On a rather different classification IPC *Marketing Manual* for 1971 suggested Nulon 18 per cent, Avon 14 per cent and Nivea 12 per cent for "hand creams and

lotions"; Pond's 20 per cent, Nivea 18 per cent, Johnsons 11 per cent and Avon 9 per cent for "cleansing/cold creams"; Avon 37 per cent and Boots 10 per cent for "moisturising lotions/creams"; and Nivea 27 per cent, Oil of Ulay 13 per cent and Avon 10 per cent for "skin foods".

This year Nivea may well strengthen its position still further by their introduction of Nivea Liquid, a light, non-greasy skin care lotion. The launch was by a special price offer pack. Nivea Cream has been on television and is currently being advertised in women's magazines and *TV Times*. There have been promotions for Harry Wheatcroft Rose Trees and money offer packs on the major sizes.

Although Revlon's name was absent from the *Retail Business* survey this year they are important in this field—and important to the chemist, too, because a major section of Revlon's franchisees are independent pharmaceutical outlets. Last year Revlon's turnover increased overall by 35 per cent.

The Revlon and Natural Wonder ranges (the latter for the younger market) are the most popular. Typical products are Natural Honey, a moisture lotion based on organic herbal products in the Revlon range and Touch and Glow Cream Make-up available in six colours, also in the Revlon range. Revlon find lotions far outsell creams.

Yardley attack

Yardley changed the packaging of four of their products recently, although the formulas stayed the same. These are: Beauty Magic; Vitamin skin cream; English complexion cream; and special dry skin cleansing cream.

Also this month two Lipids creams came onto the market from Yardley: a cream moisturiser and a cream cleanser. There was also a liquid skin freshener.

Packaging for the new range is outstanding. Yardley depart from the pale blue, silver and gold image and launch out with a modern, bold smoky grey pack. Both jars and bottles are ovoid, semi-translucent and streamlined, with logo and product name in gold block lettering.

Why lipids? Janet Lloyd, Yardley Group Marketing Manager, says: "Yardley have been experimenting with skin care formulations incorporating lipids for some years—ever since it was shown conclusively that the skin's natural oils, the lipids, were one of the major factors responsible for regulating the moisture level in the skin and keeping the skin soft and supple. Lipids are the natural sequel to conventional moisturisers. We're



Illustration courtesy Chesebrough-Pond's

launching these new items after exhaustive tests and with the confidence that we are much closer to understanding the complexities of total skin care."

A number of surveys indicate that Pond's, for many years brand leaders in this market, may have lost some ground over the past few years. But Lemon Cream, introduced last year and Lemon Cold Cream, introduced recently, may recover for them any sales they have lost.

Pond's Lemon Cold Cream is to be advertised heavily in the consumer Press. Both packs and advertising feature Maudie James, who is also on the point-of-sale material. The lemon fragrance has proved popular in the States and Chesebrough Pond's hope it will receive a similar response here. Lemon Cold Cream is being launched to capture the younger market for cleansing creams. Pond's market research shows:

- One in 10 of all women use Pond's Cold Cream;
- One in five of all women who use skin cleansers also use a cold cream;
- Half of all women use a cleansing cream—the others soap and water.

The complete Pond's range is now: Pond's Cold Cream—the longest established product; Pond's Vanishing Cream—a non-sticky, absorbent cream which blots up oil during the day as it is exuded from the sebaceous glands; Pond's Lemon Cream, which was launched in the Spring of 1971 with medium weight promotion to the young market for vanishing cream. Chesebrough

Pond's say that its brand share is fluctuating; Dry Skin Cream, designed to keep the skin oil balance correct. User profile tends towards the older woman; Light Moisturiser, a pre-make-up cream (and now Pond's Lemon Cold Cream, formulated specially for girls with oily skins).

Over the past two years television advertising has been centred on the Cold Cream and the Light Moisturiser.

Another new product, launched in May this year, is Dewy Skin Lotion from Rimmel International, a preparation for dry skins for use before make-up. Dewy Skin is being promoted in Rimmel's full colour advertisements in *Vogue*, *Woman's Own*, *Woman's Weekly* and *Woman* and will be also incorporated in their "advice" advertisements on skin care.

And what advice can one give the chemist anxious to expand his share of the big market for creams and lotions?

To stock a representative selection of the brand leaders, in the various categories, obviously, but also to give the skin foods particular attention and to make sure that beauty counter assistants can talk about them intelligently to customers seeking advice.

How much emphasis is placed on these products depends, of course, on your area and level of customers but, being more expensive, they generally bring in better returns and are still very much the chemist's preserve, the only real competitors for this particular segment of the market being the departmental stores.

BUSINESS Q & A

I understand that VAT is to be based upon invoices. Does this mean that all my invoices must be sent to some tax office to get relief for VAT which I pay? This would be a monstrous task.

VAT is technically a tax upon supply. In order to obtain relief for tax paid it will be necessary to obtain a VAT invoice. The method adopted will be to complete a quarterly return of input and output taxes paid and received, the difference being paid over to or by—Customs and Excise. Invoices must be carefully filed and retained for three years to support relief claimed.

Pharmacists seem to fall into several categories for VAT purposes. Does this mean that my takings must now be analysed over these different categories please?

If it were possible to analyse your takings in this way this might be very desirable. It may not, however, be strictly necessary since it is expected that there will be a number of special schemes for retailers which will enable them to make returns based upon calculations of the various proportions of their inputs. Even so it appears likely that there will be considerable complications arising.

A pharmacist seems to be supplying goods which are zero rated for VAT when supplied on prescription. Other goods and sometimes even the same goods will be standard rate goods. There is a further complication in that the supply of pharmaceutical services (as opposed to goods) is exempt under the VAT legislation. How will all this affect records and returns of pharmacists?

Goods supplied to pharmacists will be charged with VAT. Where they are supplied by him or prescription he will charge no VAT and will, therefore, recover the VAT paid from the Customs and Excise. If he has any considerable service activity falling under the exempt category his chargeable inputs will probably be required to be apportioned accordingly. Detailed regulations are expected to be published in a few weeks.

Photo Notes

Paterson brochure

The latest Paterson brochure now available, is larger than previous issues and contains full details of the range of dark-room equipment, photochemicals, lighting equipment, transparency viewers and other items introduced recently. The cover and illustrations are in full colour. For a free copy, write to Johnsons of Hendon Ltd, Hendon Way, London NW4, indicating "Paterson brochure".

NOW

Meet your open prescriptions for

DIAZEPAM

with

ATENSINE®

Licensed under British Patent No. 972,968.

ATENSINE, 2mg and 5mg tablets
in containers of 250 and 1,000.

Ask your Berk Representative
for our latest prices or write for further information.



**BERK PHARMACEUTICALS LIMITED,
GODALMING & SHALFORD, SURREY.**

Telephone Godalming 4191



Two fresh make-up ideas it might pay you to look into.

The Stratton Eye-View

Just big enough to reflect a pair of eyes.
Beautifully.

But small enough to slip into a handbag
or purse. Unobtrusively.

With a neat spring clip to carry
anything from a tube of eyeliner to a mascara
case. Conveniently.

And available in eight designs. All
matching other accessories in the Stratton
range. Perfectly.

The Stratton Mirror-Globe

A little mirror with a big image.

A compact semi-sphere that sits firmly,
but freely, on its cradle.

So it points in any direction at the flick
of a finger.

With a magnifying mirror to make sure
a girl's make-up is always as it should be.

Flawless.

The Eye-View and the Mirror-Globe
are both available now, from your usual
Stratton Wholesaler. It might pay you to
give him a call.

gifts by
Stratton

Laughton & Sons Ltd., Birmingham B14 4RT, England.

TRADE NEWS

Brushes and compacts

Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, will be distributing from mid-August four new basic styles of Royal Sweden hairbrushes in a choice of black pure bristle (£2.50) in white and gold cartons, or with "an improved stiffer quality of the mixture containing bristle and synthetic fibre filling used before" (£1.35) in red and mauve packs.

The four main styles are a Ladies' and Men's club, for shorter hair, Ballerina for long, a Semi-radial twist, recommended for blow-drying and a Semi-radial styling brush for short curly styles. There will be two display merchandisers available for the range, a single-tiered version and a larger unit to be used either as a double-sided stand or single-sided with back-up stock.

Jackel will also be distributing from the beginning of September a new range of Stratton powder compacts under the Jacquelle label, which are priced between £0.79 and £4.50 and may be used with loose or compressed powder. A display unit holding 12 packs is available free with two dozen assorted compacts.

Wotan distribution

All trade distribution of Wotan projector lamps, flash bulbs and cubes in the UK is now being handled by Valiant Engineering Co, 20 Lettice Street, London SW6, under the control of newly appointed general sales manager, Mr Ron Pryor.

Food heater relaunch

S. Maw & Sons Ltd, Aldersgate House, New Barnet, Herts, are relaunching their baby bottle and food heater (£2.50), which is said to have an improved operating efficiency and style and has been modified to take either the slimline or wideneck bottle.

Aldactide in 500's

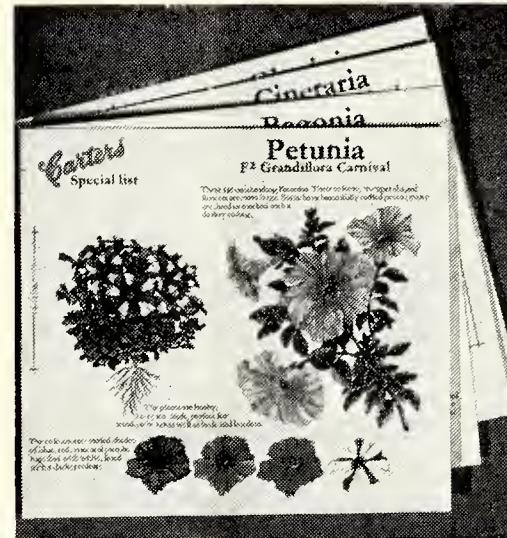
G. D. Searle & Co Ltd, Lane End Road, High Wycombe, Bucks, have introduced a 500 tablet pack size of Aldactide (trade price £16.85) in addition to the 40 and 100 packs.

Discontinued

Wander Ltd, 42 Upper Grosvenor Street, London W1X 0AL have discontinued Novesine (oxbruprocaïne/benoxinate) 0.4 per cent solution and substance. The pack of 100 Aminacyl Sodium (Sodium Aminosalicylate B.P.) 1.5g cachets is also discontinued.

New look for seeds

Carters Tested Seeds Ltd, Lower Dee Mills, Llangollen, Denbighshire, have changed their seed packaging, to incorporate illustrations of the various plants as an incentive to the gardeners. In addition,



wherever possible, the design includes individual blooms to show the colour variations, and in all cases full instructions are given in terms which can be understood by the novice.

Purchase tax removed

Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs, have announced that the Customs and Excise have determined that purchase tax is not liable to be paid on their zinc, starch and talc dusting powder, which is presented in 170g drums (£0.12 $\frac{1}{2}$).

Stratton mirrors

Now available from Stratton wholesalers are their Eye-View mirror, in a choice of eight designs, and their Mirror-Globe, which is of a semi-spherical shape and like the Eye-View is priced at £1.20. Distributors are Laughton & Sons Ltd, Birmingham B14 4RT.

Test purchasing service

Group 4 Store Detectives, Farncombe House, Broadway, Worcs, have launched a test purchasing service for shops. They define a test purchase as "one pair of test purchases carried out consecutively by two trained detectives at the same point of sale". Both detectives observe till procedures closely, and both note the till readings before and after their purchases. If there is any evidence of dishonesty the customer is telephoned immediately.

One litre Ivax

Boots Co Ltd, Thane Road West, Nottingham NG2 3AA are introducing a one-litre dispensing pack of Ivax (trade £2.95), in addition to the 200ml unit.

Payot's Amniociderm additions

Dr Payot's range of Amniociderm bath products is being extended with the introduction of a gel preparation for the shower (£2.35). It cleanses and softens the skin and is packed in a navy blue plastic tube with pouring funnel in the cap and a deodorant spray (£1.40) also in navy blue container and containing no alcohol. Both items are due on the counter in September from Payot Ltd, 139a New Bond Street, London W1.

Kemval own brand expansion

Unichem Ltd, Crown House, Morden, Surrey, have reported that initial sales of their first product to be introduced under the current policy of expansion for their own

brand, Kemval, have been highly satisfactory. The product is soft pleated cotton wood (£0.16) which comes in packs containing 13ft, nearly 5in wide and 1in thick. At present there are about 30 items in the range.

Depth Charge in sachets

Scott & Bowe Ltd, 50 Upper Brook Street, London W1, have launched their foam bath additive, Depth Charge, in one-application sachets (£0.10).

Change of capsule

DDSA Pharmaceuticals, 310 Old Brompton Road, London SW5 9JQ are withdrawing existing supplies of their green opaque Tropium 10 mg capsules.

The company are making available as a replacement two-tone green and white capsules, size number four. In all other respects the products will remain unchanged.

Home brew additions

Two new 'flavours' (£0.80)—a pale ale and a brown ale—have been added to the Tom Caxton home brew range, which already contains a bitter and lager kit.

Mr Nick Clarke, Reckitt & Colman's senior product manager on Tom Caxton explains: "We are extending the range as a result of extensive market research". Supplies are available from Reckitt & Colman Food Division, Carrow, Norwich.

Bonus offers

Antibiotics & Vitamins Ltd, Beresford Avenue, Wembley, Middlesex. Oralcer 26 invoiced as 24 (extended to August 31).

Potter & Clarke Ltd, 9 Wellesley Road, Croydon, CR9 3LP. Potter's catarrh pastilles. Special bonus from August 1. Details from the salesmen or wholesalers.

William R. Warner & Co Ltd, Eastleigh, Hants SO5 3ZQ. Anusol cream. Introductory offer of 14 invoiced as 12. Acceptance of this bonus entitles the retailer to the same terms for any Anusol OTC product.

NEW PRODUCTS AND PACKS

Cosmetics and toiletries

Fontarel launches make-up

Fontarel are to introduce in October a range of make-up, presented in grey and white packaging with silver polka dots.

The collection will comprise foundation cream (£0.75) in a clear glass jar in light beige, medium beige and dark beige; translucent powder either loose (£0.95) or in a small white and silver compact (£0.60); cheeksticks (£0.45) in Versailles, providing a subtle pink shading, Marly, a rich brown/red, and Chantilly, a pink/red; roll-on waterproof mascara (£0.75) in black or brown; non-streaking cream eye shadow (£0.48) in a tube in Blue, Green, Parma, Mordore (pale brown), Dark Brown or Ivory; and lipstick (£0.55) in a silver case and available in a choice of 12 shades (Fontarel Ltd, Percival House, Pinner Road, Harrow, Middlesex HA1 4HQ).

Pickles foot care

J. Pickles and Sons are now marketing self-adhesive felt corn rings in a self sealing cellophane bag, packed in an attractive wallet (£0.12). There are nine corn rings to the wallet, and 30 wallets to the outer. Also introduced is ROP for corns, a composite pack consisting of one tube of Pickles ointment and six felt self-adhesive corn rings (£0.25). There are ten packs to the outer (J. Pickles and Sons, Pickles House, Church Lane, Knaresborough, Yorks).

Just lashes from Maybelline

Just Lashes are the name of the new range of false eyelashes from Maybelline (£0.49). There are three styles of the real hair



lashes, Teasers, Flutterbys and Flappers, all of which are available in black or brown and are presented in cellophane sleeves (Maybelline Eye Cosmetics, Penarth Street, London SE15).

Insect repellent

Lon (UK) have introduced an insect repellent aerosol skin spray called Repelesect (£0.70) and are offering a bonus of 12 invoiced as 11 during the launch period (Lon (UK) Ltd, 61 Sloane Avenue, London SW3 3DM).

Quickies cologne

Associated Products are introducing Quickies Q.C. Cologne tissues (£0.22) in cartons of 12 instead of the usual 10 and recommend for instant cleansing of the face and hands (Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex).

Indian Summer fragrance

Houbigant are to launch to the public in September their Indian Summer fragrance, which will be available in 15cc eau de parfum (£0.45), 7.5g parfum spray (£1.60), 28g eau de toilette spray mist (£1.20), 70g Cologne spray (£2.20), 160cc Cologne (£3), 140g talc (£0.60) and 169g dusting powder (£1.75).

The introduction will be backed by full colour full page advertisements in **Honey**, **Cosmopolitan**, **19** and **She** between October and December in conjunction with the company's campaign for Chantilly and Quelque Fleurs in the same publications and **Vogue**, **TV Times** and the **Sunday Times Colour magazine**. There will also be bonus terms to the trade of an initial 5 loz spray mists free and discounts for sales of over £39 rsp value and point of sale material (Houbigant Ltd, Salbrook Road, Salfords, Redhill, Surrey).

Hospital

Two dried culture media

Wellcome Reagents Ltd announce the introduction of two dried bacteriological culture media: Wellcotest Blood Agar Base and Wellcotest Nutrient Broth. Those join Sensitivity Test Agar to give a range of three dried culture media in addition to their range of ready prepared media.

Blood Agar Base is a general purpose medium suitable for the cultivation of both non-fastidious and fastidious micro-organisms. It is supplied in packs of 100g and 1 kilo.

Nutrient Broth (dried) has been specially formulated to support the growth of very small quantities of a wide variety of micro-organisms including the more fastidious pathogens. It is supplied in 100g jars.

To meet the requirements of the large user, Sensitivity Test Agar is now available in 1 kilo as well as 100g packs (Wellcome Reagents Ltd, Langley Court, Beckenham, Kent BR3 3BS).

Sundries

Tiffany tights

Three ranges of Tiffany tights are now available to the trade, all in one size up to 42in hip and in micromesh or run resist.

The Popular collection (£0.25 micro-

mesh, £0.27½ run resist) come in Honey, Caramel, and Sweet Pepper, the Classic (£0.32½ micromesh, £0.37½ run resist) in Candy, Brandy, Bronze, Carousel and Black and the Coloured (£0.30 micromesh, £0.32½ run resist) in Delft Blue, Lavender, Mahogany, Burgundy, Navy, Silver Grey, White and Cream. The Extra version for a 42in to 54in hip comes only in Honey and Coffee run resist (£0.45). The packs all incorporate see-through windows and are supplied with a self-service stand on free loan for initial orders of six dozen or more (Tiffany Tights Ltd, 3 Quex Road, London NW6).

Photographic

Paterson film clip

Paterson have now introduced a film clip (£0.18) which employs a unique method of holding the film. Two small stainless steel pins pierce the film cleanly by spring pressure holding it positively with no possibility of slipping, avoiding buckling, and also preventing water from being trapped between the jaws.

The Paterson clip is made of grey ABS plastic and the strong piercing action is provided by a moulded acetal resin spring. One side is extended to form a standard type hook for hanging and both sides have a matt panel on which processing data or film identity information may be pencilled. The cut-away shape of the jaws allows the edge of the film to be seen so that the pins can be accurately positioned on narrow rebates. The clip is also ideal for attaching to the bottom of films to hold them straight during drying. The clips are packed in sets of six on an attractive display card with perforations which allow each clip to be removed in its individual transparent blister (Paterson Products Ltd 32 Bedford Row, London WC1R 4JG).

Leaflet for Soligor auto lenses

Mayfair Photographic offer a range of built-in mount Automatic Soligor lenses. model. To this range has recently been added a 21mm ultra-wide angle and two new zoom lenses 90-190mm and 70-235 lenses. A leaflet gives full details including angle of view, filter size, closest focus, number of elements, magnification and recommended retail selling price. Supplies are available from (Mayfair Photographic Suppliers (London) Ltd, Hempstalls Lane, Newcastle, Staffs. ST5 0SW).

Carrying cases

Three hard-wearing camera carrying cases for maximum protection and ease of transport are available from Yashica. Finished in black with chromium-plated clip-lock, internal partitioning allows for storage not only of a camera, but of accessories and films.

The Yashica Electro 35 kit case (£10.54) accommodates the Electro 35 GS or GTS camera, auxiliary telephoto and wide-angle lenses plus viewfinder, grip and tripod ST7, filters lens hood, cable release and black soft leather ever-ready camera. The hinged drop-front allows easy access. The Yashica SE III case (£11.57) has the hinged drop-front

Continued on p. 142

Pain?

give them 20 per cent more and it won't hurt a bit

Relief from pain is stronger and swifter with Veganin because it contains 20 per cent more codeine than Tab. Codeine Co. Inclusion of aspirin and paracetamol, with no phenacetin in the formulation, provides an analgesic tablet you can confidently recommend.

Veganin

Each tablet contains:

aspirin 250 mg., paracetamol 250 mg., codeine phosphate 9.58 mg.

Full information is available on request

William R. Warner & Co. Ltd., Eastleigh, Hampshire. Telephone: Eastleigh 3131.



a chemist only product

and is for any of the Yashica cine cameras Super 800E, 600E, or 60E. The Yashica LD-6 case (£11.57) weighs 2lb 10oz. Besides the camera, extra film cartridges and accessories can be accommodated. In common with the other cases, there is a hinged drop-front to simplify storage and removal of equipment (Photax, Eastbourne, Sussex).

Household

Indoor insecticide

An insecticide designed for indoor plants has been introduced by Carters. Presented in a 4oz aerosol, Carters houseplant insecticide (£0.24) contains pyrethrum and lindane to kill a number of pests including greenfly, aphids, leafhoppers and thrips, but is harmless to pets and humans (Carters Tested Seeds Ltd, Lower Dee Mills, Llangollen, Denbighshire).

PRESCRIPTION SPECIALITIES

SOLU-MEDRONE Mix-O-Vial

Manufacturer Upjohn Ltd, Fleming Way, Crawley, Sussex

Description Dry white crystalline powder and diluent in Mix-O-Vials containing methylprednisolone sodium succinate 40mg, 125mg or 500mg

Indications Where a rapid and intense corticosteroid effect is required

Contraindications Herpes simplex keratitis, acute psychoses, and latent healed, or active tuberculosis

Dosage The solution is suitable for intravenous, intramuscular and intra-rectal administration (see Data Sheet)

Precautions Those for the systemic use of corticosteroids

Notes For intravenous infusion the initial solution may be further diluted by the addition of water for injection, 5 per cent dextrose, isotonic saline or 5 per cent dextrose in isotonic saline

Shelf life Two years at room temperature. The prepared solution retains its potency over at least 48 hours at room temperature

Packs Of 40mg in 1ml (£0.50 trade), 125mg in 2ml (£1.50), 500mg in 7.7ml (£5)

Supply restrictions TSA

Issued July 1972

ANUSOL cream

Manufacturer William R. Warner & Co Ltd, Eastleigh, Hants SO5 3ZQ

Description White, water-miscible cream containing in 100g: zinc oxide 10.75g, bismuth oxide 2.14g, resorcinol 0.875g, balsam Peru 1.80g and benzylbenzoate 1.20g

Indications Palliative treatment of internal and external haemorrhoids, pruritus ani and other associated ano-rectal conditions

Contraindications History of sensitivity to any of the constituents of Anusol

Method of use To be applied to the anal area night and morning, after defaecation or as required. For internal application the plastic rectal nozzle provided should be used

Precautions If rectal bleeding or the haemorrhoidal condition persists use should be discontinued and further medical advice sought

Storage In a cool place

Pack Tube of 23g (£0.16½ trade)

Issued July 1972

PROMOTIONS

Recital mystery shoppers

During August and the first half of September, mystery shoppers will be calling on retail pharmacies and giving away prize money totalling £5,000 to assistants and proprietors/managers.

The cash, presented as premium bonds will be awarded on the basis of £3 for recommending a Recital hair product, answering two questions from the new booklet for a further £2, and showing the booklet for a further £1. The manager will also receive £5 if Recital is featured in a display.

The distribution of the Recital booklet, which gives general information on the process of hair colouring as well as about the product, follows the series of evening seminars held by L'Oreal in May, which is to be repeated in October (Golden Ltd, Berkeley Square House, Berkeley Square, London W1).

The Olympics

Savlon

Savlon cream and liquid have been supplied to the British Olympic cycling team for their use at Munich during the August Games (Imperial Chemical Industries Ltd, Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire).

British Weleda

The British Olympic Association's physiotherapist has ordered six bottles of British Weleda's massage balm and the same number of their Arnica lotion and



Winner of Miss Pears 1972 competition was Louise Payne, aged 3½ years, who comes from Walton-on-Thames, Surrey. Louise is shown here after the crowning ceremony performed by Mr Bernard Dunstan, RA, who has been commissioned by A. & F. Pears Ltd, sponsors of the competition, to paint her portrait later this year. There were over 70,000 entries for the competition, the winner of which receives £500 plus a portrait in pastels

ointment to treat sprains, strains and bruises at the Olympic Games next month. The latter preparation was used by the British bobsleigh team during the winter Olympics earlier this year in Sapporo, Japan. The company are also sending each British girl competitor in Munich a jar of Creme Helvetique, and each man a bottle of Wild herb hair lotion (British Weleda Co Ltd, Littlehurst, East Grinstead, Sussex).

Lacto Calamine

Crookes Anestan are again supplying the British team with Lacto Calamine for sun protection and relief.

In preparation for the Games, the product is already in the possession of long distance competitors currently undergoing high-altitude training in St. Moritz. In addition, yachtsmen at Kiel are already benefiting from the product (Crookes Anestan Ltd, 1 Thane Road West, Nottingham).

Cuticura for the summer

Cuticura are currently running two boosts to the consumer. With each box of Ayds comes a free copy of the Corgi mini-book *Shape up to Beauty*, by Helen Speed (value £0.20) and with each large size Cuticura talc is a 4½p sachet of their mildly medicated shampoo.

The talc is being promoted throughout the summer in *Woman* and *Woman's Own* and both drives are being backed by bonus terms to the trade of 12 invoiced as 11 (Cuticura Laboratories Ltd, Maidenhead, Berks).

Baby incentives

Maws are currently giving away to the consumer a Terry square, worth £0.20 with each pack of Nappiclene and 25 nappy liners (£0.51). The company are also offering an extra trade bonus on orders from reps of Tufty tails, Tufty pants, baby lotion, baby oil, baby bath-care, junior shampoo, supple, junior anti-septic cream and K lens (S. Maw & Sons Ltd, Aldersgate House, New Barnet, Herts).

Grandmothers Day

Sunday, October 15 will be the second Grandmothers Day to take place in this country and according to the sponsoring committee, additional promotional support has been gained from interested parties, including manufacturers of perfumes and toiletries. Plans are currently being made for the production of point of sale material (Special Days Promotion Committee, 35 Wellington Street, London WC2).

Offer trio from Polaroid

For the holiday period, Polaroid are running three gifts plus purchase offers to the consumer. With each purchase of two Type 108 or two Type 88 colour films, there is a pair of sunglasses on a minimum order of 50 of each, as well as a 5 per cent allowance on each case quantity if the retailer participates in local advertising.

Offer number two consists of a free 88 film with either a Square Shooter 2 or

Colorpack 80 with back up advertising by the retailer if desired, and the third gives the retailer two 108 colour films with each Big Shot camera order, which he can either use for demonstration purposes or pass on to the customer (Polaroid (UK) Ltd, Rosanne House, Welwyn Garden City, Herts).

Syntex for beauty queens

Syntex are presenting sets of their skin care range, comprising a day protecting cream, a night nourishing cream, cleanser and freshener, to finalists in a number of beauty competitions held at coastal resorts this summer. Among the contestants are Miss Brighton, Miss Bognor Regis, Miss Isle of Wight, Miss Margate and the Swanage Carnival Queen (Syntex Pharmaceuticals Ltd, St Ives House, St Ives Road, Maidenhead, Berks).

Dual Ostermilk drive

Increased sales of Golden Ostermilk by pharmacists should result from the current promotion being operated through hospitals.

New presentation boxes, containing a 3½oz starter pack, a 4oz Cannon babysafe feeding bottle and a mixing chart, are being offered to hospitals which do not use the product, but are willing to recommend it through passing these packs on to mothers.

Those mothers leaving a hospital that does use the milk, will be given an orange-coloured wallet containing a mixing chart and leaflet with 3p off voucher redeemable against the next purchase from a chemist (Glaxo Laboratories Ltd, Greenford, Middlesex).

Bisks merchandiser

A display merchandiser for Bisks chocolate is now available to retailers. Made of cardboard with full-colour headboard and wood grained sides, it will hold six milk and six plain chocolate biscuit "twos", one dozen each of milk, plain, hazelnut and fruit and nut chocolate bars and six orange wafers.

This follows the new packaging for all Bisks products, which has been phased in over the past few months and conforms to the Food Labelling Act, coming into



force on January 1, 1973. Full information on net weight, the constituents and calories is shown on the outside. (Fisons Ltd, pharmaceutical division, 12 Derby Road, Loughborough, Leics).

Mennen at Brands Hatch

Mennen and their product Protein 21 were sponsors of the main event at the recent Oxfam Trophy motor race meeting at Brands Hatch recently. This race gave the pit team the opportunity also to win prizes for mechanical tasks performed while the race was underway (Mennen (UK) Ltd, Station Road, Marlow, Bucks).

New approach

A new approach to promoting groups of products is now being launched by an organisation called Marketplan (UK) Ltd. This involves distributing six-page full-colour leaflets door-to-door on a specific topic and including general editorial to back advertising.

Next spring it is planned to circulate to 10 million homes a leaflet devoted to slimming and one to beauty products (Marketplan (UK) Ltd, 52 High Street, Esher, Surrey).

£50,000 for Calgon relaunch

An expenditure of £50,000 is being allocated to the Press and television campaign to back the relaunch in a new packaging of Calgon, the water softener and



laundry conditioner. Packs continue to be 12oz, 2½lb and 7lb.

As well as appearing in women's magazines, national daily and Sunday newspapers and the **Daily Telegraph** and **Sunday Times** colour supplements, there will be a six-week campaign on Southern television from July 31 to September 10.

The company assert that 65 per cent of all homes in the UK are in hard or medium water areas, mainly in the southern part of the country (Albright & Wilson Ltd, 1 Knightsbridge Green, London SW1).

ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

All Fresh: Ln, M, WW, So, We, B, CI
Andrews Liver Salt: All except U, E

Aquasil: So

Calgon: So

Cool: Ln, WW, So

Clynomyn: So

Close-up: All except E

Eno: Ln, M, Lc, Sc, WW, So, U

Foot Guard: So

Harmony Protein Plus: All except E

Kleenex: All except E, CI

Lucozade: All except E, CI

Poligrip: M, Lc, Y, Sc, So, NE, G, CI

Rennies: All except U E

Right Guard: All except E

Sellers: All except Y, We, B, E, CI

Shield: All except E

Sunsilk hairspray: All except E

SR: All except E

TCP liquid: All except E, CI

Twice as Lasting: All except CI

Vaseline balanced-care shampoo: All except E

Vosene: All except E

Zoflora: M, Lc, Y, NE, U

Zubes honey and lemon sweets: M, WW, So

Making up darker skins

The darker skinned members of the community have received considerable attention from the cosmetics industry recently. Following Outdoor Girl's introduction of their Tawny Range (C&D April 15, p 523), two more companies have announced products for this sector of the market—Max Factor and Afro Girl Cosmetics Ltd. As the name suggests the latter was set up exclusively to handle the new range, and is run by pharmacists, Mr M. Berg and Mr M. D. Jacobs, from 77 Lower Clapton Road, London, E.5.

First to arrive from Afro Girl are solid powder (£0.62½), liquid foundation (£0.55), lipstick (£0.45) and medicated skin balm (£0.45), all of which are claimed to be among the most sought after. The colour coding, Afro Tones No 1, 2, and 3 applies to all except the skin balm, which comes in the medium shade of the foundations only. Other introductions to

come include nail varnish, eye shadow, mascara and face blusher.

Max Factor's contribution in this direction is in the form of three new shades of Hi-Fi fluid make-up, Cafe Gold, Cafe Honey and Cafe Bronze with the complimentary Deep Gold, Deep Honey and Deep Bronze shades of Creme puff. The lightest are the Gold shades, which are recommended for the olive colouring of the Asiatic and Oriental as well as the lighter African and West Indian. The Honey shades are designed for the medium skinned and Bronze for deep brown.

Supplies are available from Max Factor Ltd, 16 Old Bond Street, London W1X 4BP.

Both ranges are also suggested by their manufacturers as being suitable for the European wishing to retain a tanned complexion.

The new "Martindale"

Where else, in the English speaking world, would one find a reference book on drug preparations so catholic in its range of entries as to encompass the whole gamut of medicines from Cobalt 58 labelled cyanocobalamin to Dr Williams Pink Pills? Herein lies both the strength and the weakness of Martindale's Extra Pharmacopoeia; its strength in that it can justifiably claim to be the world's most comprehensive guide to drugs and medicines; its weakness in that it places an almost impossible burden on the shoulders of the editorial staff.

It should be said at the outset that the 26th edition is a creditable successor in the long line that stretches back to William Martindale's first edition in 1883. The editorial staff have met, with distinction, the formidable challenge to which the preface refers. But inevitably, one must now question whether Martindale's approach can still be sustained in the face of pharmaceutical and therapeutic innovation today. Is it still possible to produce in a single volume "a complete reference library and an extensive filing system"?

Martindale presents the editorial staff with two major problems. There is first the daunting problem of how to present the mass of information in the major part of the book devoted to monographs on drugs and ancillary substances (Part I). In Martindale's day, the author could start comfortably with Acacia and systematically work his way through to Zingiber. The modern complexity of drug therapy makes such an approach difficult to sustain.

In the present edition, some attempt has been made to group the 2,837 monographs more logically. Whereas the number of pages has increased by some 500, the number of chapters has in fact been reduced. Acacia now yields pride of place to Adrenaline and Other Sympathomimetics and appears later in the book.

Even so, the grouping of drugs into chapters is based, somewhat unhappily, on therapeutic, chemical or pharmaceutical considerations. It could be argued that this is justified in a book covering such a wide range of substances. However, there appears to be little logic in having a separate chapter on Hypnotics and Tranquillizers whilst tricyclic antidepressant drugs are hidden coyly in a chapter entitled Phenelzine and some other Antidepressants. Similarly, while the chapter, Dermatological Agents, no longer appears under the main heading of Sulphur, it still does not include important topical medicaments such as the fluorinated steroids. These, let it be said, are very adequately covered in the chapter entitled Corticosteroids.

A perhaps more serious difficulty presented by Martindale is imposed on the editorial staff by the technicalities of producing a book of such a size and the time limitations necessarily involved in preparing the manuscript and printing the material. The present authors are to be congratulated on including references to the literature as recent as 1971. The chastening thought which the editor must face, however, is that Martindale will now remain frozen for another five years. Is this not the time to

consider a completely changed format enabling individual sections to be more frequently revised whilst leaving the sections on older drugs unchanged?

Despite these criticisms, Martindale remains a unique publication which will find an essential place on the bookshelves of practising pharmacists whatever their field of work. The monographs in Part I have not only been thoroughly revised and brought up to date but have been further extended to include useful information on the absorption and metabolic fate of many drugs.

The remainder of the book follows very closely the style of the previous edition. Part 2 is devoted to Supplementary Drugs and Ancillary Substances in which are included new up-and-coming drugs together with reminders of an older age in pharmacy.

Part 3 continues to provide the Formulas of Proprietary Medicines. Here, apart from the famous Pink Pills, one can find the composition of such hardy perennials as Blanchard's Pills and Veno's Cough Mixture, together with their modern counterparts. This section of Martindale acquires increasing importance when self medication may be a complicating factor in drug treatment.

Finally, one comes to the two indices to the book. First, the Index to Clinical Uses which does much to offset the problems of presentation and secondly, the general index which, because of its detail makes Martindale a manageable book to use.

J. W. Hadgraft FRS, FRIC

Martindale—The Extra Pharmacopoeia, Twenty sixth Edition. *The Pharmaceutical Press*, 17 Bloomsbury Square, London WC1. 9½ x 6½ in, 2320 pp. £14.

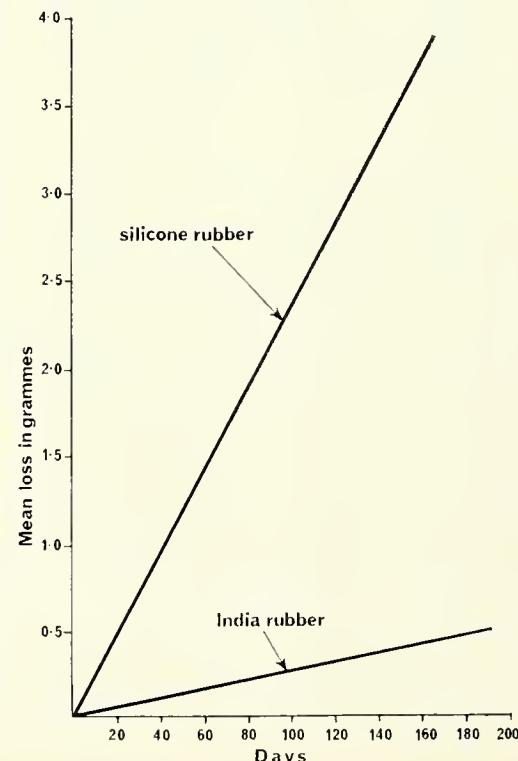
Significant water loss from eye drop solutions

By B. Mottershead, chief pharmacist, The Friarage Hospital, Northallerton

During a series of comparative storage tests of BPC eye drops stored in eye dropper bottles with silicone rubber teats and in polyethylene dropper bottles the former appeared to increase in concentration over a period of two years to about 200 per cent of the nominal concentration.

The full significance of that was not appreciated until sometime later when eye drops in bottles with silicone teats were observed to be much lower in volume than others with black India rubber teats. It then became clear that water was being lost by evaporation, possibly by water vapour diffusing through the silicone rubber.

Accelerated tests were set up to investigate this as follows. Six eye drop bottles with black India rubber teats and six with silicone rubber teats each containing 10mls of water were accurately weighed and were then kept in an incubator at



40°C for a period of approximately five months. The bottles were weighed at intervals during this time. The mean initial and final weights of each series is shown in the table. The graph shows the rate of loss of water by evaporation.

	silicone rubber teats	black India rubber teats
Mean initial weight	51.213g	50.077g
Mean final weight	47.456g	49.691g
Mean loss	3.757g	0.386g

The results confirmed suspicions that there is a high loss of water from bottles with silicone teats. The mechanism by which vapour is lost has not been investigated but the seals appeared to be good in each series and as thin membranes of silicone rubber are used for dialysis it is suspected that the loss is through the rubber itself.

Many BPC eye drops are formulated with benzalkonium chloride as the preservative and the silicone rubber teat was introduced because of the incompatibility between India rubber and that preservative. This incompatibility, however, does not appear to be of any serious consequence other than causing a slight weakening of the teat causing a few to blow out on sterilisation.

It is possible that with the silicone teat there may be a loss or gain in volume during the sterilising process but eye drops prepared in the author's department have always complied with BPC standards, so presumably the high saturation of water vapour at each surface of the teats prevents such a net loss or gain.

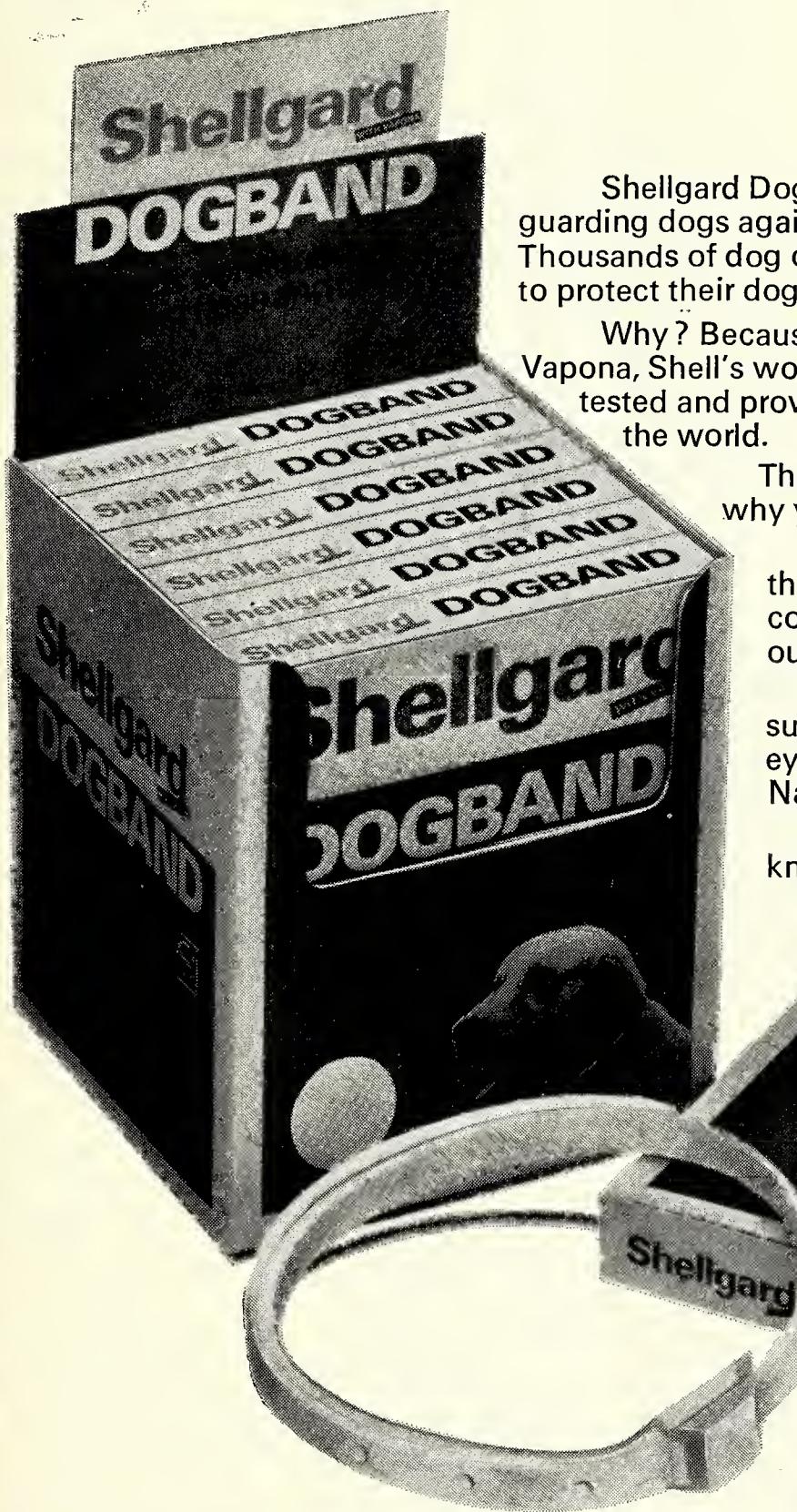
Shaw *et al.*¹ in a similar series of tests at room temperature found that silicone rubber gave considerable losses of water. They also examined a butyl rubber teat which showed negligible losses.

In view of the possible increase in concentration of eye drops on storage it is questionable whether the silicone rubber teat has any advantage and it is felt that further investigation is required into this phenomenon.

Reference

¹ Journal of Hospital Pharmacy, April 1972, p 108.

What the well-dressed dog will be wearing this year



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Why? Because Dogband is impregnated with Vapona, Shell's world famous insecticide that has been tested and proved by millions of people throughout the world.

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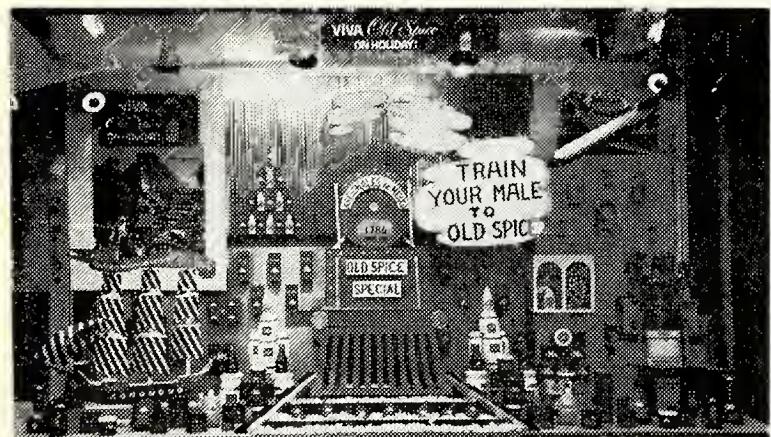
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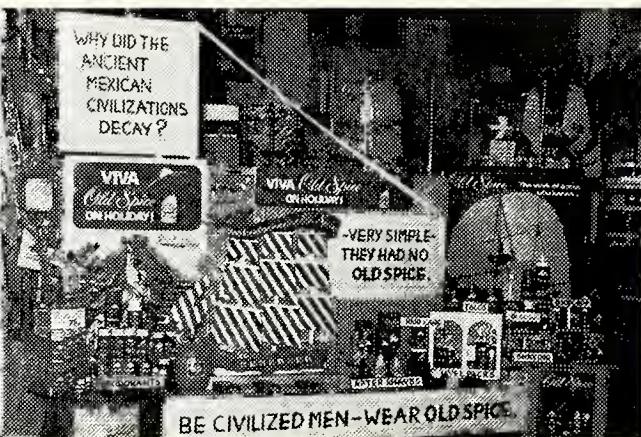
Old Spice® 1972 Window



1st Prize (Southern): F. Wainwright & Son.



2nd Prize (Northern): R. & J. A. Brown



2nd Prize (Southern): Barnes & Gabby Ltd.



1st Prize (Northern): Ian M. Mackenzie MPS

When the first Old Spice Competition was organised back in 1967, it was not known that it would prove so popular. We have had a competition almost every year since, and I believe there has been a steady improvement in the quality of the prizes and the number of participating and benefiting from the competition.

I will see that this competition continues as you want it and continue to grow.

The photographs you submit will show the window displays of the usual high standard. Looking through them is very difficult.

Now that the judges have seen the entries, I offer my congratulations to all who took part.

The five judges made their awards in the S.W.3., on Friday 13th July. The points taken into account in the competition were then added together.

The five sections were:

- 1 Display of the window
- 2 Presentation and layout
- 3 Detail and originality
- 4 How the Old Spice was used
- 5 Selling effectiveness

1st Prizes

Two weeks holiday for two in Mexico — flying by Aeronaves de Mexico

Northern Area

Mr. C. Greig
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2 Abbotswell Cres., Aberdeen.

Southern Area

Mr. H. C. Taylor
F. Wainwright & Son
88 Market St,
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2nd Prize
Averill & Son
Northern Area
Lee & Son
Albion & Son
R. & J. A. Brown
747
Southern Area
Mr. H. C. Taylor
H. V. & Son
33 Market St
Mr. & Mrs. Barlow
84 High Street

CHEMIST & DRUGGIST

Price service

CUMULATIVE AMENDMENTS

TO JUNE

QUARTERLY PRICE LIST

Trade prices are given per unit unless otherwise stated. Bold upright figures (0.14) in the retail column indicate the price is subject to resale price maintenance. Italic figures (0.14) is manufacturer's recommended price. Upright figures (0.14) is a suggested guide.

= Price advanced. *r* = Price reduced.

= New entry. *d* = Delete.

= Correction. *i* = Insert.

	Trade £.p	Tax £.p	Retail £.p
11 (1113 S&B)			
Colognettes	6240	0.15
ea de Cologne original shape	6230	0.28
	6001	4.65
	6002	3.35
	6003	2.20
	6004	1.45
	6005	0.80
aerosol spray	6022	0.99
mini bottle	6008	0.18
trial size	6007	0.29
watch shape	6006	0.45
deodorant aerosol	6691	0.42
roll on	6690	0.37
hand cream	6572	0.41
ea de Cologne flow on	6352	0.33
splash on	6351	0.64
soap	6459	0.25
solid stick	6132	0.37
alcum	6570	0.34
0.7 (1397 P de LL)			
Cologne	1 oz	3.43dz	0.86dz
	2½ oz	6.50dz	1.63dz
	4 oz	11.65dz	2.91dz
	8 oz	18.86dz	4.72dz
perfume	2 cc	3.08dz	0.77dz
	4 cc	4.80dz	1.20dz
	½ oz	6.50dz	1.63dz
	½ oz	14.74dz	3.69dz
	1 oz	21.60dz	5.40dz
	2 oz	36.00dz	9.00dz
0.8 FOR MEN (468 F)			
after shave lotion	110 cc	0.48	0.12
pre-shave lotion	110 cc	0.37	0.09
shaving cream brushless			0.69
lather tube	0.37	0.09	0.71
lather tube	0.37	0.09	0.71
bowl	..	0.51	0.12
toilet powder	..	0.33	0.08
toilet water	110 cc	1.35	0.32
A. (21) Butler)			
lozenges	0.08	0.02	0.15
ointment	0.08	0.02	0.15
ECEDIN (878 Napp)			
syrup	120 ml	0.30
	456 ml	1.10
	2.27 l	4.76
tablets	20	0.19
	100	0.85
	500	3.80
TINAC (1087 Roussel)			
acne treatment	0.80	0.20	TS



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SELLS ALL THE YEAR ROUND
FROM YOUR USUAL WHOLESALER

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
ADACIO (1435 FS)				ALUDROX SA (1352 Wyeth)			
foam bath	5.16dz	1.29dz	0.80	tablets	50	0.175
AD. A. M. (1091 Rybar)	2.25dz	0.56dz	0.33	250	0.64	0.23½ts1s4A.
mixture	150 ml			ALUPENT (145 Boehringer)			
ADAM (682 KCL)				(distributors 501 Geigy)			
after shave	No1	2.12dz	0.53dz	obstetric ampoules	5	1.40
	No2	3.42dz	0.85dz	ALUSAC (218 Calmic) entire entry			d
pre-electric shave		3.42dz	0.85dz	AMARGYL (971 PSMB)			
shave cream				tablets	50	0.30
	No.1 brushless	1.37dz	0.34dz	500	2.455	0.45 ts1s4A
	No.2 brushless	2.05dz	0.51dz	AMBRAY (617 Holloway)			3.68 ts1s4A
	No.1 lather	1.37dz	0.34dz	bath crystals	X.61	4.00dz	1.00dz
	No.2 lather	2.05dz	0.51dz	bath cubes	X.15	0.74dz	0.185dz
ADEXOLIN (518 Glaxo)				bath sparkle	X.36	3.00dz	0.75dz
packs of 10 ml and 50 ml liquid A and D				bubble baths			
ADORN (514 Gillette)				Bill McBub	X.29	1.94dz	0.485dz
hair spray	2.26dz	0.54dz	0.31	Drummer boy	X.27	1.46dz	0.365dz
Adrenaline (1091 Rybar)				faceted	X.71	2.66dz	0.665dz
inhalation solution				floral	X.15	0.74dz	0.185dz
	28 ml	2.20dz	framed	X.55	2.66dz	0.665dz
AGRICLENS (969 Pfizer)				Gaiety girl	X.46	5.00dz	1.25dz
antiseptic aerosol (vet.)				globes	X.42	1.46dz	0.365dz
	150 g	0.56	trio pack	X.57	4.40dz	1.10dz
AGRIMARK (969 Pfizer)				gold-topped	X.49	1.27dz	0.32dz
marker aerosol	200 g	0.45	boxed	X.52	3.27dz	0.82dz
bullets cattle	10	3.98	Grecian	X.66	6.67dz	1.67dz
sheep	20	3.28	icicles	X.62	3.00dz	0.75dz
AGRAMIN (969 Pfizer)				miniatures-twinpacks	X.63	3.34dz	0.835dz
				foursome	X.65	6.00dz	1.50dz
AIRAM (713 KH)				swirl	X.43	2.33dz	0.58dz
existing entry				teardrop	X.53	2.33dz	0.58dz
AIRAM (713 KH)				bubble bath angels	X.72	1.46dz	0.365dz
health lamp				talc			
infra-red with stand				snowman	X.22	1.16dz	0.29dz
bulb only				AMBROSIUM (1547 AHF)			
ultra-violet with stand				honey spread			
bulb only				tranquil	small	0.47
AIRCEL (608 Hinders)				medium	0.21 ..	0.055 ..	0.37½
insoles	pair	1.92dz	0.24dz	large	0.37 ..	0.095 ..	0.70
ALBRIGHT SCALE AWAY (26 A&W)				ANIESEC (413 Lilly)			1.00
	4 oz	1.53dz	Enseals	100	0.48
ALBUCID (187 BS)				500	2.16	0.72 ts1s4A
eye drops 10% 10 ml	0.25	0.38 ts4BTS	Pulvules	100	0.48
20% 10 ml	0.26	0.39 ts4BTS	500	2.16	0.72 ts1s4A
30% 10 ml	0.27	0.41 ts4BTS	5000	21.03	31.55 ts1s4A
ALKA MINTS (843 ML)				AMINOPLEX-5 (503 G)			
tablets				1 litre	5.40		
foil pack	32	2.21dz	0.53dz	AMM-I-DENT (1178 Stafford)			
ALLEGRON (378 Dista)				toothpaste	standard	1.095dz	0.275dz
liquid 10 mg/5 ml				large	1.57dz	0.395dz	0.20½
	115 ml	0.26		AMOVON (44 Amovon)			
	500 ml	0.85		corn caps	0.06 ..	0.10½
tablets 10 mg	100	0.61		paste	0.045 ..	0.08 ..
	500	2.70		0.067 ..	0.0166 ..	0.12 ..
	25 mg	25	0.33	AMPHETONE (1545 Vestric)			
	100	1.23		entire entry			d
	500	5.41		AMYLOZINE (1153 SKF)			
ALLERGAN (35 Allergan)				Spansule capsules	30	0.73
(distributors 1121 Searle)				250	5.75	1.10 ts1s4A
soaking solution				AMYTAL (413 Lilly)			
	120 cc	0.46	tablets 15 mg	500	0.30
	60 cc	0.44	30 mg	500	0.38
ALL FOORS (488 Fylde)				5000	3.29	4.94 ts1s4A
(distributors 234 Cartwright)				50 mg	500	0.49
ALL FRESH (105 BTD)				100 mg	100	0.20
clean-up squares	10 sachets	1.68dz	0.425dz	500	0.78	1.17 ts1s4A
				5000	7.28	10.92 ts1s4A
ALLOPECIN (1521 Pharm Dis)				200 mg	100	0.35
pomade	1 oz	10.68dz	3.14dz	500	1.53	2.30 ts1s4A
tablets	30	10.68dz	3.14dz	and acetylsalicylic acid			
ALQUINAX (1068 Roberts)				Pulvules	100	0.38
suspension	150 ml	3.40dz	and ephedrine	100	0.38
tablets	25	2.63dz	ANADERM (705 Kirby)			d
ALTOIDS (1152 SK)				pile ointment	15 g	1.80dz	0.45dz
		1.05dz	0.19dz	ANAROIDS (1091 Rybar)			0.29 t
ALUDROX (1352 Wyeth)				12 dp96	1.80dz	0.45dz	0.27
tablets	60	0.285	1.00			
	500	1.98	ANDURSIL (T) (501 Geigy)			
			2.64	300 ml	0.85	0.21	

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TABLETS • SOLUTION • INJECTION • PAEDIATRIC ELIXIR

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*Trade Mark



	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
ANEURONE (576 PH)											
dp 500 ml	0.42	..	0.63								
dp 21	1.50	..	2.25								
ANIMALINTEX (1073 Robinson)											
poultice dressing (vet.)	2.624	0.656	0.40								
(1% 1/2 dz)	(1% 1/2 dz)										
ANKLE VIGGER (608 Hinders)											
ankle bandage No 1 pair	7.20dz								
natural pair	6.24dz								
ANSOCHROME (490 GAF)											
films including processing											
daylight 64	120/12	1.00							
126/20	1.27 1/2							
135/20	1.27 1/2							
135/36	1.85							
daylight 200	135/20	1.50							
135/36	2.15							
500	135/20	1.70							
ANTAGAL (1068 Roberts)											
suspension 150 ml	1.94dz	0.48dz	0.29								
tablets 48	1.73dz	0.43dz	0.26								
ANTHISAN (971 PSMB)											
elixir 125 ml	0.16	0.24 †s7							
11	0.70	1.05 †s7							
ANTOIN (311 C)											
	20	0.10	0.03	0.18 †s7DD1							
APROTEIN (227 Erba)											
dietetic semolina 200 g	0.30	0.45							
AQUA MANDA (532 Goya)											
antiperspirant spray	0.24	0.06	0.42								
fragrance 28 cc	0.229	0.057	0.40								
104 cc	0.372	0.093	0.65								
210 cc	0.63	0.157	1.10								
spray	0.315	0.079	0.55								
golden body rub	0.298	0.074	0.52								
hair spray	170 g	0.258	0.064	0.45							
hand lotion	0.206	0.051	0.36								
herbal bath oil	sachet 0.045	0.011	0.08								
bottle 0.298	0.074	0.52									
foam bath	sachet 0.045	0.011	0.08								
bottle 0.258	0.064	0.45									
oatmeal beauty soap	0.086	0.021	0.15								
shampoo	sachet 0.045	0.011	0.08								
bottle 0.20	0.05	0.35									
talcum powder	0.189	0.047	0.33								
for men											
after shave	0.258	0.064	0.45								
antiperspirant spray	0.24	0.06	0.42								
Cologne	0.286	0.07	0.50								
man talc	0.189	0.047	0.33								
pre-shave	0.258	0.064	0.45								
AQUA NET (109 BCL)											
hair spray 80 g	1.465dz	0.365dz	0.21								
118 g	1.60dz	0.40dz	0.23								
150 g	1.88dz	0.47dz	0.27								
320 g	2.99dz	0.75dz	0.43								
sachet 0.42dz	0.10dz	0.06									
unscented 8 oz	1.465dz	0.365dz	0.21								
16 oz	2.99dz	0.75dz	0.43								
ARCANCIL (1279 V of M)											
eyebrow brush	222	0.30							
eyelash grower	777	0.40							
eyelashes	611	0.90							
eye liner liquid											
regular	490	0.48							
pearl	490N	0.48							
brush	110	0.30							
eye make-up remover											
260	0.25							
290	0.48							
eye pencil											
regular	555	0.20							
pearl	755	0.20							
sharpener	520	0.25							
self-sharpening	999	0.48							
refill	999R	0.25							
eye shadow cream	225	0.48							
powder	160	0.55							
stick	640	0.35							
pearl	640N	0.35							
mascara trial	220	0.25							
large	335	0.40							
refill	335 R	0.25							
brush-on	270	0.70							
refill	370	0.35							
ARDENA (60 Arden)											
bronze glo	712.00	0.85							
covering cream	123.01	0.95							
mask	108.99	1.60							
powder	511.00	1.30							
refill	520.00	1.25							
sun control	713.00	1.20							
traveller II case	956.00	2.25							
wax depilatory set	720.01	2.95							
	721.00	0.95							
AROBON (883 Nestles)											
powder	150 g	2.83dz	0.71dz	0.38							
ARRID (235 CW)											
antiperspirant deodorant aerosol											
light powder	130 g	3.08dz	0.73dz	0.40							
190 g	3.85dz	0.92dz	0.50								
255 g	4.86dz	1.16dz	0.63								
ASCABIOL (971 PSMB)											
emulsion	200 ml	0.26	..	0.39							
ASCALIX (1301 WM)											
syrup	30 ml	0.12	..	0.18							
ASCON (311C)											
tablets	20	0.10	0.03	0.18+							
ASH (1556 Farillon)											
dental floss	12 yd	0.96dz	0.24dz	0.14							
ASHFORDS (1141 Simpkin)											
scissors nickel plated											
nail straight	401A	2.25dz	tax paid	0.28							
nail curved	403A	2.65dz	tax paid	0.33							
cuticle straight	405A	2.25dz	tax paid	0.28							
cuticle curved	407A	2.65dz	tax paid	0.33							
pocket	409A	2.40dz	tax paid	0.30							
nurses sh/sh	411A	4.05dz	tax paid	0.50							
sh/bl	413A	4.05dz	tax paid	0.50							
bl/bl	415A	4.05dz	tax paid	0.50							
household	417A	5.25dz	tax paid	0.65							
scissors stainless steel											
nail straight	402A	3.45dz	tax paid	0.43							
nail curved	404A	3.95dz	tax paid	0.48							
cuticle straight	406A	3.45dz	tax paid	0.43							
cuticle curved	408A	3.95dz	tax paid	0.48							
pocket	410A	3.60dz	tax paid	0.45							
nurses sh/sh	412A	5.50dz	tax paid	0.68							
sh/bl	414A	5.50dz	tax paid	0.68							
household	418A	7.65dz	tax paid	0.95							
nail clippers	433C	1.60dz	tax paid	0.20							
nail files stainless steel											
assorted	431C	0.84dz	tax paid	0.10							
tweezers chrome											
assorted	432C	1.20dz	tax paid	0.15							
ASILONE (117 BPL)											
paediatric sachets	25	0.24	0.06	0.42							
suspension	300 ml	0.73	0.18	1.27							
tablets 250 mg	12	0.18	0.05	0.32							
dp 100	1.23	0.31	2.15								

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p
CESTRA (1073 Robinson) face masks standard	15.94 (1 gross)			Ritual bath oil	420-1	2.30	Diorling		
CHAPPIE (967 Petfoods) economy	1.26dz	0.20dz	0.14%	Cologne	425-1	1.15	eau de Cologne	56 cc
CHARABS (727 Lane) tablets	95	0.17	0.045	dry deodorant	427-5	1.15	atomiseur	56 cc
	180	0.26	0.065	dusting powder	431-5	1.85	eau de toilette	56 cc
CHARLES OF THE RITZ (248 COTR) alabaster hand lotion				night treatment	235-1	3.75	112 cc	
	342-4	1.38	235-2	6.20	perfume	14 cc
antiperspirant	352-3	1.20	rousing face wash	438	1.95	aerosol atomiseur	handbag atomiseur
A.P.D. Ritz	353-2	1.02	soap	437-5	0.95	model voyage	
astringent cream	252-1	2.30	sparkling gel cleanser			Fraiche		
astringent mild	301-4	1.05	439	1.95	bath oil	28 cc
auto-lashique	134-1	1.29	spray Cologne	425-2	2.07	Cologne atomiseur		
refill	134-9	0.87	velvet perfume	430-1	1.60	56 cc	
blushing pomade				Ritz cleanser	208-4	1.15	110 cc	
	299-01	1.95	mat	290-1	2.10	hand cream		
blushing powder	170-01	2.25	pearlised	290-1P	2.25	lip gloss		
body works	470-8	1.38	rousse	125-0	1.65	lipstick		
cheek pommade cleargel				skin bloom lotion			Miss Dior	dusting powder	
	157-1	1.77	277-2	2.20	220 cc	
Chiara				skin freshener	302-4	1.29	eau de Cologne	56 cc
bronzer	532-2	1.38	302-8	110 cc	110 cc	
Cologne	530-4	2.30	302-16	220 cc		
dry deodorant	534-4	1.15	special cream	247-1	0.97	atomiseur	56 cc
face conditioner				255-1	114 cc		
	531-4	2.02	emollient	251-1	2.70	eau de satin body lotion		
face tamer	533-4	2.02	251-2	84 cc		
talc	535-3	1.15	251-4	140 cc		
Directoire				special lotion	304-4	1.10	atomiseur	56 cc
bath oil	462-2	2.07	Sun-Bronze	deep tone tube	604-2	112 cc	
floreal	412-2	1.44	bottle		0.95	110 cc	
	412-4	2.07	604-3	220 cc		
mist	412-3	2.70	604-5	7 cc		
talc	455-4	1.15	invisible tube	605-2	2.70	14 cc	
toilet soap (3)	472-2	1.45	bottle	605-3	5.75	28 cc	
disaster cream	253-1	1.30	605-5	handbag atomiseur			
dry skin cleanser	202-4	1.44	throat cream concentrate	226-1	1.10	model voyage	7 cc
dual lotion	305-4	1.80	veillessness	280-1	1.60	pour le sac	
	305-8	2.70	velvet foam	204-2	1.40	standard	14 cc
eyebrow makeup compact				texture lotion	224-4	0.95	28 cc	
	146-1N	1.44	CHARM (1327 WSL) hairpins polypak	2.90	0.725	0.04	56 cc	
eye cream	243-1	1.10	(gross)			soap toilet (3)			
eyelash cream	244-0	0.75	CHIRON (387 DBMP) barrier cream tube	0.19	0.05	0.30	bath (3)		
eyelid lustre	147-1	1.44	CHLOROMYCETIN (938 PD) Redidrops ophthalmic 0.5%				talc	112 cc
eyelid makeup compact				10 ml	0.32	0.48 TS	nail enamels		
	145-1N	1.44	CHLORO-YEAST (1198 (SIC) tablets	20	1.37dz	0.20	cream		
eye oil concentrate				125	3.90dz	0.98dz	0.56	frosted		
	225-0	1.25	CHOLOXON (95 Baxter) tablets	50	1.50	†s4B	ultra cream		
eye oil treatment stick					250	5.10	†s4B	ultra frosted		
	227-0	2.20	CHRISTIAN DIOR (248 COTR) existing entry		d	remover	super base		
eye pencil	152-2	1.44	CHRISTIAN DIOR (1619 PCDL) apricot cream	super sealer	super sealer		
refill	152-9	0.60	cuticle oil	for men	for men		
eye shadow liqui-cream				cuticle remover	after shave	after shave		
	153-1	1.44	Diorama dusting powder	220 cc	56 cc		
eye shadow pomade				eau de Cologne	56 cc	110 cc		
	156-1	1.55	eau de Toilette	56 cc	112 cc		
face shaders	168-1	2.55	perfume aerosol atomiseur			220 cc		
feather touch cleanser				14 cc	16 oz		
	203-4	1.47	handbag atomiseur	14 cc	32 oz		
	203-8	2.15	model voyage	atomiseur	112 cc	
face powder	169-2	2.35	Diorescence after bath friction	travel pack		
firmessence 770 lotion				atomiseur	1½ oz	Cologne		
	418-1	4.55	3 oz	56 cc		
cream	416-2	4.55	bath perfume	½ oz	110 cc		
hand cream	248-2	0.75	body lotion	3 oz	220 cc		
heel & elbow treatment				foaming milk bath		16 oz		
	249-2	4.60	soap toilet (3)		32 oz		
lipsticks				bath (3)		atomiseur	112 cc	
liqui-cream foundation				talc		travel pack		
	281-1	3.70	perfume aerosol atomiseur			deodorant atomiseur			
pressed powder compact				14 cc	foam shave aerosol			
	155-1	1.47	handbag atomiseur	14 cc	pre-shave	110 cc	
refill	155-9	0.92	model voyage	shaving cream			
liqui fresh	308-4	1.05	Diorescence after bath friction	soap toilet (3)			
mascara	154-1	1.44	atomiseur	1½ oz	bath (3)			
medicated lotion	311-2	1.05	3 oz	talc	112 cc	
Miss Ritz blotter	711-1	2.02	body lotion	114 cc	CIBA-1906 (262 CIBA) tablets	0.5 g	1000	4.91
colouring stick	757-1	1.38	soap toilet (3)	1120		7
eye shadow	705-0	1.44	bath (3)		..	120	0.35	0.09	0
fizz for creaming				talc		..	100	0.57	0.145	
	759-2	1.25	perfume aerosol atomiseur			CLAIROL (172 BMCL) Born Blond colourant	0.315	0.079	0
moisturising	758-2	1.60	28 cc	lightener	0.373	0.093	0
washing	760-4	1.25	handbag atomiseur	Nice N' Easy hair colour	0.307	0.077	0
lights	725-04	1.15	model voyage	7 cc	CLEAN-N-SOAK (35 Allergen) (distributors 1121 Searle)			
mask	254-2	1.65	atomiseur	14 cc	soaking solution	120 cc	0.54	0
moisturiser	708-1	1.44	114 cc	CLEAN-N-SOAKIT (35 Allergen) (distributors 1121 Searle)			
novesscence	230-2	7.35	eau de satin body lotion	1.00		
refills	230-R1/2	3.70	atomiseur	56 cc	CLEAN-N-STOW (35 Allergen) (distributors 1121 Searle)	1.20	1
oily skin cleanser	201-4	1.44	112 cc	Prep Pak	1.50	2
powder box	161-3	2.00	110 cc	CLEESOL (576 PH)			
	161-5	2.70	perfume aerosol atomiseur				½ gal	0.43
Revenescence after shave cream	322-2	2.60	7 cc	1 gal	0.84	1
	241-0	2.10	14 cc	CLOSE UP (412 Elida-Gibbs) toothpaste economy	2.24dz	0.56dz	0
	241-1	3.20	28 cc	COBADEX (311 C) ointment 0.5%	20 g	0.35	0
	241-2	5.00	handbag atomiseur	1% 20 g	0.50	0
lotion	321-2	3.33	model voyage	7 cc	CODELLA (878 Napp) cream	25 g	0.09	0.03
	321-4	5.20	atomiseur	28 cc	100 g	0.20	0.05	0
mask	250-1	1.80	pour le sac	COJENE (1530 Fisons) tablets	35	2.36dz	0.59dz
moisture glow cream				standard	14 cc				0
	239-01	3.20	28 cc				
lotion	240-02	3.33	handbag atomiseur				
				model voyage	7 cc				
				pour le sac				
				standard	14 cc				
				28 cc				
				handbag atomiseur				
				model voyage	7 cc				
				pour le sac				
				standard	14 cc				
				28 cc				
				handbag atomiseur				
				model voyage	7 cc				
				pour le sac				
				standard	14 cc				
				28 cc				
				handbag atomiseur				
				model voyage	7 cc				
				pour le sac				
				standard	14 cc				
				28 cc				

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
EE LAUDER (425 ELC)											
es sun	1.80							
ure											
antiperspirant deodorant	1.60							
bath crystals perfumed	4.30							
bath gel				2.40							
with sponge	3.00							
bath oil perfumed	5.00							
bath oil soap (2) with dish	3.50							
bath powder	1.90							
bath salts	3.30							
body satin rub	2.60							
conditioner & nourisher	3.00							
Cologne	2.10							
spray concentrate	3.30							
creme bath	2.40							
dusting powder silken	2.70							
pressed											
friction lotion 240 cc	3.30							
360 cc	3.20							
hair spray	4.50							
hand cream	2.10							
milk bath	1.90							
mint pick up bath	4.50							
parfum purse spray	2.40							
rinse	1.90							
setting aerosol spray	1.50							
shampoo	1.50							
soap cake	1.60							
s creme	1.80							
s spree	1.80							
tanning oil	1.80							
violet screening creme	2.10							
OLAN (923 OG)					d						
OLAN (109 BCL)					i						
tube	1.18dz	0.30dz	0.17								
OBRAL (1352 Wyeth)											
plets	100	0.58	..	0.77½ts1s4A							
ONAL (812 M&PP)											
500 ml	0.275	0.07		0.49 †DDI							
RYL (430 Eucryl)											
okers tooth powder	1.125dz	0.28dz	0.16								
HORAMIN (1091 Rybar)											
plets	25	4.20dz	..	0.52½ts1s4B							
HYMOL (938 PD)											
othpaste	1.00dz	0.25dz	0.14½								
1.47dz	0.367dz	..	0.21½								
REST (252 Chelspa)											
ng relief lotion 35 ml	1.24dz	0.31dz	0.18								
R READY (439 ERC)											
sting entry					d						
R READY (439 ERC)					i						
y batteries											
126	0.22½							
1289	0.12½							
8	0.06							
800	0.12½							
991	1.00							
996	0.30							
B121	0.20							
B122	0.24							
B123	0.32							
B154	0.20							
B155	0.25							
D23	0.05							
HP2	0.09							
HP7	0.04½							
HP11	0.08							
HP16	0.05							
PP1	0.25							
PP3	0.14							
PP4	0.17							
PP6	0.23							
PP7	0.27							
PP8	0.80							
PP9	0.32							
PP10	0.96							
PP11	0.42							
SP2	0.06							
SP11	0.05							
SP996	0.32½							
U12	0.03½							
U14	0.20							
U16	0.03½							
mercury batteries											
hearing aids											
MP675H	0.16							
MS13H	0.16							
MS41H	0.16							
MS76H	0.19½							
RM1H	0.22½							
RM13H	0.11							
RM312H	0.11½							
RM400H	0.13½							
RM401H	0.22½							
RM575H	0.13½							
RM625H	0.18							
RM640H	0.21½							
RM675H	0.14½							
TR133H	0.67½							
photographic											
PX1	0.43							
PX14	0.61							
PX23	0.31							
PX24	0.44½							
PX625	0.28							
PX640	0.30							
PX825	0.19							
EXPANSYL (1153 SKF)											
Spansule capsules	30	0.75	..	1.13 †s4B							
250	5.98	8.97 †s4B							
EXTIRMO (109 BCL)											
fly spray aerosol		1.74dz	..	0.20							
EYLURE (443 Eylure)											
fashion lashes											
soft points		5.05dz	1.23dz	0.75							
nails		0.79							
FABULO (554 Haetam)											
hair rollers											
No.00	10	0.80dz	0.20dz								
No.1	8	0.80dz	0.20dz								
No.2	6	0.80dz	0.20dz								
No.3	4	0.80dz	0.20dz								
new style large	4	0.70dz	0.175dz								
ex.large	3	0.70dz	0.175dz								
nail brushes											
penguin		1.25dz	0.315dz								
swan shape		1.00dz	0.25dz								
nylon combs											
dressing		0.50dz	0.125dz								
pocket 5 in		0.30dz	0.075dz								
5½ in		0.34dz	0.085dz								
styling		0.40dz	0.10dz								
tail		0.38dz	0.095dz								
FACE UP (1113 S&B)											
salon facial		4.02dz	1.005dz	0.53							
FAMLAX (1068 Roberts)											
tablets		1.35dz	0.34dz	0.20							
FARLEY (448 Farley)											
milk food full cream					d						
FASTIDIA (761 Lilia-White)											
mini pads	10	1.23dz	..	0.12½							
FEEDRITE (454 Feedrite)											
(distributors 1349 LW)											
teats, anti-colic, for											
narrow neck		0.48dz	..	0.06							
wide neck		0.56dz	..	0.07							
FEFOL (1153 SKF)											
Spansule capsules	30	0.33	..	0.50							
250	2.37	3.56							
FENJAL (1113 S&B)											
beauty soap		2.58dz	0.645dz	0.34							
'Classic' or 'Fresh'											
creme bath	21 cc	1.705dz	0.426dz	0.22½							
42 cc		3.42dz	0.855dz	0.45							
98 cc		6.82dz	1.705dz	0.90							
231 cc		1.14	0.285	1.80							
decanter	140 cc	1.11	0.277	1.75							
moisturiser	110 cc	5.16dz	1.29dz	0.68							
Satin Touch talc	100 g	3.42dz	0.855dz	0.45							
FENNINGS (1534 Fennings)											
original mixture		1.38dz	0.34dz	0.19							

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NOGEN (912 O) tire entry				d							
K (620 Hooper) lotion	..	0.09	0.025	0.17½							
O (1073 Robinson) garments size 1	1 0.505	0.057									
2 0.52	0.059										
3 0.575	0.065										
4 0.585	0.066										
5 0.602	0.068										
6 0.656	0.074										
7 0.67	0.075										
ill 3.60											
(3 dz)											
ISCRET (1397 PdeLL) eau de toilette 1 oz	3143	3.43dz	0.86dz	0.50							
2½ oz	3138	6.50dz	1.63dz	0.95							
4 oz	3124	11.65dz	2.91dz	1.70							
8 oz	3126	18.86dz	4.72dz	2.75							
rfume 2 cc	3001	3.08dz	0.77dz	0.45							
4 cc	3160	4.80dz	1.20dz	0.70							
½ oz	3156	6.50dz	1.63dz	0.95							
½ oz	3049	14.74dz	3.69dz	2.15							
1 oz	3055	21.60dz	5.40dz	3.15							
2 oz	3061	36.00dz	9.00dz	5.25							
ASETTER (652 Ingasetter) cleansing cream	0.20	0.05	0.35								
and lotion	0.20	0.05	0.35								
tamin foundation	0.20	0.05	0.35								
ERCLEAN (198 B&W) herbal laxative	0.125	0.03	0.21								
OXA (654 Innoxa) colour tots	0.35						
RAVAL (971 PSMB) ampoules 2.5% 0.5 g	5 0.72	1.08	†s1s4A						
25 3.06	4.59	†s1s4A						
50 3.72	5.58	†s1s4A						
multi-dose 2.5 g	0.24	0.36	†s1s4A						
twin pack 2.5 g	5 2.32	3.48	†s1s4A						
ampoules 5% 0.25 g	5 0.40	0.60	†s1s4A						
0.5 g	5 0.58	0.87	†s1s4A						
25 2.38	3.57	†s1s4A						
50 3.38	5.07	†s1s4A						
1 g 5 0.90	1.35	†s1s4A						
25 3.72	5.58	†s1s4A						
50 5.00	7.50	†s1s4A						
multi dose 0.5 g	0.36	0.54	†s1s4A						
twin pack	5 2.92	4.38	†s1s4A						
EX (1153 SKF) 25 g	0.12	0.21							
ith methyl sal. 25 g	0.12	0.21							
O-EPHEDRINE (576 PH) dp 500 ml	0.54	0.71	†						
dp 21 1.75	2.63	†						
OGEN (1623 Genetic) blets 25mg	250 1.30		†s4B						
QUELLE (1412 Jackel) ycerine and rosewater											
fine skin lotion											
FACRUSH (152 Bovril) 25 oz	1.37dz	0.25dz									
FAJUICE (152 Bovril) 25 oz	2.15dz	0.39dz									
OTH (672 Johnson) mbo blue	4 1.287dz	0.145dz	0.15½								
OSOL (713 KH) quartz lamp											
GENS (261 Christy) 24.95							
nitre entry					d						
NSONS (44 Amovon) 100 0.364	0.52							
iment	..	0.12	0.03	0.20							
X oils	..	0.215	0.054	0.36							
..	..	0.09	0.023	0.15							
..	..	0.15	0.037	0.25							
..	..	0.208	0.07	0.48							
NSONS (672 Johnson) happy liners	100 0.364	0.52							
tokit					d						
T (316 Cranmer) 2.08dz	..	0.52dz	0.30								
able bath	..	2.08dz	0.52dz	0.30							
ampoo	..	2.08dz	0.52dz	0.30							
09 BCL) 1.74dz	0.20							
freshener aerosol											
JUM (680 Kaliun) 2.20dz	..	0.55dz	0.33								
arlic tablets	40 1.32dz	0.33dz	0.19								
100 2.28dz	0.57dz	0.37									
INON (641 HSL) 40 0.13	0.03	0.23									
80 0.22	0.055	0.38									
EMOL (269 Cleaver) quid	2 oz 2.20dz	0.55dz	0.33								
ment 1½ oz	4 oz 4.00dz	1.00dz	0.59								
KILL (1068 Roberts) denticide drum	No. 1 2.20dz	0.55dz	0.33								
No. 2 1.93dz	0.24								
bag No. 3 0.52	0.78								
No. 4 0.96	1.45								
LEX (413 Lilly) tablets 250mg	20 2.81	..	4.22 TS								
100 13.50	..	20.25 TS									
KERBINA (694 Kerbina) compound raspberry-leaf tablets	50 0.10	0.025	0.18								
100 0.16	0.04	0.28									
300 0.40	0.10	0.70									
cramp tablets 50 0.10	0.025	0.18									
100 0.16	0.04	0.28									
morning sickness tablets 50 0.10	0.025	0.18									
100 0.16	0.04	0.28									
KERECID (1153 SKF) solution 15 ml	1.45	..	2.18								
KERFOOTS (695 TK) pastilles antiseptic throat	500 g 0.45	0.112									
black currant & glycerine 500 g 0.45	0.08										
bronchial 500 g 0.45	0.112										
catarrh 500 g 0.45	0.112										
cherry cough 500 g 0.45	0.112										
friars' balsam 500 g 0.45	0.112										
Gee's linctus 500 g 0.45	0.112										
glycerine, lemon & honey 500 g 0.45	0.08										
menthol & eucalyptus 500 g 0.45											
KEYBELLS (1068 Roberts) glycerine and honey 500 g 0.45	0.12½										
KIKU (446 FI) antiperspirant spray 2 oz 0.34	0.085	0.60									
KIRBY (705 Kirby) bronchial balsam 100 ml 1.45dz	0.365dz	0.24									
200 ml 2.40dz	0.60dz	0.39									
non-poison formula 100 ml 1.45dz	0.365dz	0.24									
cherry bark linctus childrens 100 ml 1.25dz	0.315dz	0.19									
glycerin, lemon & honey with ipecac 100 ml 1.38dz	..	0.19									
hormone hair tonic 160 ml 3.30dz	0.825dz	0.75									
iron & yeast tablets 80 1.50dz	0.375dz	0.25									
junior balsam 100 ml 1.25dz	0.315dz	0.20									
mentholated balsam 150 ml 1.62dz	0.405dz	0.25									
mouth ulcer tablets 20 1.25dz	0.315dz	0.20									
special backache & kidney tablets 40 1.30dz	0.325dz	0.23									
vitaminised iron & yeast tablets 100 2.00dz	0.20dz	0.25									
white horse oil 100 ml 1.30dz	0.325dz	0.19									
KLEENEARS (402 Earex) (vet.) 12 ml 0.15	0.038	0.25									
K.L.M. (811 Mawdsley) calamine cream & witch hazel .. 0.83dz	0.21dz	0.15									
KOLYNOS (655 ICC) fluoride toothpaste 40.95dz	0.24dz	0.12½									
denture powder 40 1.30dz	0.325dz	0.23									
KORTEX (705 Kirby) 10 ml 1.20dz	0.30dz	0.20									
KOTEX (702 KC) loop towels regular size 1 12 2.88			0.16½						
super size 2 12 3.30			0.19						
LACAMEX (1091 Rybar) 115 ml 0.85dz	0.21dz	0.12½									
500 ml 3.20dz	0.80dz	0.47									
24/1 1.00	0.25	1.75									
LACTATE-RINGER'S SOLUTION (413 Lilly) ampoules 20ml 14.40			21.60						
LACTOCALAMINE (325 C-A) lotion 100 cc 1.75dz	0.44dz	0.23									
hand lotion					d						
LAEVOSAN (218 Calmic) ampoules 40% 10 ml x 5					d						
LANOLIVE (1198 SIC) shave cream brushless 1.37dz	0.34dz	0.20									
skin cream jar 2.12dz	0.53dz	0.31									
lotion 1.37dz	0.34dz	0.20									
2.12dz	0.53dz	0.31									
LANTIGEN B (729 Lantigen) (distributors 810 Maw) oral vaccine 0.87	0.22	1.53									
LANTIVAC (729 Lantigen) (distributors 810 Maw) 18 ml 0.87	0.22	1.53									
LAROLA (106 Beetham) face and hand lotion 85 cc 2.40dz	0.60dz	0.35									
125 cc 2.76dz	0.69dz	0.40									
165 cc 3.48dz	0.87dz	0.50									
LASSIE (967 Petfoods) meaty chunks 3.94	0.62	0.11½									
(4 dz)	(4 dz)				d						
LASTONET (733 Lastonet) foot spray 2.40dz	0.60dz	0.35									
jock strap standard 4.20dz	0.47dz	0.56									
de luxe					d						
tights											
elastic yarn (Lastofine) 2.60	3.90								
L. C. 65 (35 Allergan) (distributors 1121 Searle) cleaning solution 15 cc		0.54						
LE DIX (Balenciaga (386 Douek)) eau de toilette 1½ oz 1.05	1.05	0.265	1.90								
4 oz 1.70	1.70	0.425	3.								

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p	
LOREXANE (649 ICI)				eau de parfum spray				MITCHUM (1520 IPM)				
antiseptic cream (vet.)				809.38	Esoterica cream				
100 g	0.12	0.03	0.19	809.37	special	85 g	1.27	0.32	
500 g	0.58	0.145	0.84½	809.29	hand lotion	160 g	0.68	0.17	
cream 1%	50 g	0.115	0.03	809.30					
LOTEX (534 GT)				809.46	MIXOGÉN (917 Organon)				
skin cream	56 ml	0.075	0.019	741.84	tablets	2 x 500	5.758	..	
112 ml	0.115	0.028	0.22	foaming beauty bath			..	pack of 25			8.64	
LUCOFEN SA (1310 WW)				769.84	MONIL (858 Monil)				
pack of 500 tablets			d	974.00	hair colour	..	0.145	0.035 ~	
LUMA (801 MP)				993.00					
compound	200 g	0.97dz	0.245dz	319.84	MONOTHEAMIN (413 Lilly)				
567 g	2.13dz	0.535dz	0.31½	357.64	Pulvules 200mg	100	0.64	..	
794 g	2.59dz	0.65dz	0.38½	357.55	and Amytal	100	0.70	..	
1134 g	3.33dz	0.835dz	0.50½	357.85	pack of 500				
LYNORAL (917 Organon)				moisture bath			..	MOORES (878 Napp)				
tablets 0.01 mg 2 x 500	0.60	..	0.90 +s4B	761.84	teething jelly	10 g	0.14	..	
0.05 mg 2 x 500	0.875	..	1.31½+s4B	809.05	MORR MEL (1545 Vestric)				
0.1 mg 2 x 500	1.25	..	1.87½+s4B	809.41	ointment	250 g			
1 mg 2 x 500	8.367	..	12.55 +s4B	809.42	MOTHER SEIGELS (727 Lane)				
1 mg pack of 100			d	golden atomiser			..	syrup	53 ml	0.12	0.03	
LYPSYL (412 Elida-Gibbs)				809.47	MULSIVIN (1091 Rybar)				
lip salve	0.57dz	0.145dz	0.07½	refill			..	150 ml	1.80dz	0.45dz	0.26	
LYSEPTOL (576 PH)				mist			..	500 ml	4.45dz	1.11dz	0.65	
500 ml	0.32	..	0.48	oil				MW (1624 JAOL)				
21	1.10	..	1.65	soap hand (1)	734.84	eau de toilette	2 oz	..	2.25	
11	d	(3) 749.84	4 oz	4 oz	..	3.50		
MACLEANS (105 BT)				bath (1)	750.84	7½ oz	5.25	
toothpaste standard	1.15dz	0.29dz	0.15	(3) 751.84	atomiser 1 oz	1.40		
MAIGRILYNE (100 Bl)				travel	752.84	perfume ¼ oz	3.50	
entire entry			d	solid Cologne	828.01	½ oz	5.00	
MALATEX (901 Norton)				week ender	332.84	1 oz	8.00	
(distributors 1545 Vestric)				MENOPAX (894 Nicholas)				MYOCRISIN (971 PSMB)				
cream	jar 100 g	0.60		cream	20 g	0.27	0.07	ampoule 1 mg	0.09	..	0.13	
lotion	tube 125 g	0.75		tablets	60	0.29	..	5 mg	0.10	..	0.15	
MARIGOLD (774 LR)				forte	60	0.28	..	10 mg	0.12	..	0.18	
house gloves				MEROCET (838 Merrell)			d	10	1.10	..	1.65	
lightweight	..	1.34dz	0.14dz	solution	150 ml	0.18	..	20 mg	0.14	..	0.21	
suregrip	..	2.14dz	0.22dz	solution	100 ml	10	1.28	..	1.92	
MARY QUANT (876 MP)				MERTHIOLATE (413 Lilly)				50 mg	0.19	..	0.28	
Jelly Babes				tincture	2.25 l	1.45	..	10	1.74	..	2.61	
gel cheek colour	3.92dz	0.98dz	0.60	Saleable only by authorised sellers of poisons				"N" (1397 PdeLL)				
eye colour	3.92dz	0.98dz	0.60	tablets	25	0.14	..	Cologne 1 oz	3145	3.43dz	0.86dz	
mascara	3.59dz	0.897dz	0.55	100	0.40	..	2½ oz	3140	6.50dz	1.63dz		
skin colour	4.25dz	1.062dz	0.65	Methyltestosterone (917 Organon)			d	4 oz	3125	11.65dz	2.91dz	
Soft Scrub				Sublings 5 mg and 10 mg				8 oz	3127	18.86dz	4.72dz	
sticks	2.75dz	0.687dz	0.42	MICRALAX (1153 SKF)				4 cc	3004	3.08dz	0.77dz	
MAVALA (1361 Mavala)				micro-enemas	1.40	0.35	2.45	1/4 oz	3162	4.80dz	1.20dz	
Double Lash	0.44	0.11	0.75	MIGRIL (208 BW)			d	½ oz	3158	6.50dz	1.63dz	
Refix	0.44	0.11	0.75	10 x 10	3.44	..	5.16 +s4B	1 oz	3052	14.74dz	3.69dz	
MAWS (810 Maws)				pack of 100	d	2 oz	3058	21.60dz	5.40dz	
Nursery Products				MILLIWATT (847 Milliwatt)				2 oz	3064	36.00dz	9.00dz	
pants				electric blankets				NASCIODINE (1418 Strenol)				
trainer				Royalty				cream	56 g	1.52dz	0.38dz	
328/15/16/17	6.30dz	..	0.75	"60 x 30" 3-heat	225 g	4.94dz	1.23dz	0.72	
Simpla				"60 x 48" 3-heat	NATROSLIM (1617 Angel)				
sterilising solution				dual control	1.65	0.30	2.78	
338.10	1.89dz	..	0.22½	"60 x 50" 3-heat	NATUVAC (40 Allinson)				
MAYBELLINE (1333 WL)				electric pad warmer			..	herbal laxative	300 g	0.51	0.155	
eye shadow				single-heat				NAVIGATOR (338 Cussons)				
frosty sticks	0.20	13½ x 15 in	shaving stick refill	..	0.536dz	0.139dz	
MAZOLA (200 B&P)				26 x 15 in	NAZO (705 Kirby)				
MAZOLA (315 CPC)				three-heat			..	nasal drops	10 ml	1.20dz	..	
MEADOWSONG (532 Goya)				13½ x 15 in	NELLA (1517 Nella)				
bath oil	sachet	0.045	0.011	26 x 15 in	red oil	0.16	0.04	0.26	
fragrance	bottle	0.298	0.074	7.50		NEO RYBAREX (1091 Rybar)				
96 cc	28 cc	0.229	0.057	7.50	15 ml	3.00dz	..	0.37½		
190 cc	96 cc	0.372	0.093	7.50	NEOVIT (1091 Rybar)					
spray	190 cc	0.63	0.16	7.50	150 ml	1.70dz	0.42dz	0.24		
green milk massage	7.50	0.315	0.55	7.50	250 ml	2.35dz	0.59dz	0.34		
hand lotion	7.50	0.206	0.36	7.50	NERVATOGEN (1518 Morton)					
scrub soap	7.50	0.086	0.021	7.50	1 oz	1.60dz	0.40dz	0.23		
talc	7.50	0.189	0.047	7.50	50 ml	2.85dz	0.715dz	0.41		
tonic foam bath	sachet	0.045	0.011	7.50	NERVONE (887 New Era)					
bottle	7.50	0.258	0.064	7.50	8.00dz	2.00dz	1.17			
MEBRYL (1153 SKF)				MILLEPHYLIN (346 Dales)			12.30dz	3.07dz	1.80			
Spansule capsules	30	0.45	..	pack of 50 suppositories				NESTARGEL (883 Nestle)				
250	3.63	child and adult			100 g	3.45dz	0.87dz	0.45		
MEDAPED (827 Medaped)				pack of 30 tablets 0.1g			300 ml	0.27	0.067	0.47		
corn-away pad	..	0.05	0.02	MIMETTE (75 Avlex)			21	1.69	..	2.54		
MEDICA (716 Krups)				(distributors 649 ICI)				NEUTON BEK (641 HLSL)				
bathroom scales	sachets	20	2.12dz	0.53dz	pills	36	0.13	0.03	
MEDRONE (1263 Upjohn)				eyelashes				72	0.22	0.055	0.38	
tablets 16 mg	14	2.30	TS	crisscross	3.41dz	0.852dz	0.50	NEUTRADONNA (187 BS)				
MEGGEZONES (1333 WL)				underlash	3.41dz	0.852dz	0.50	powder	100 g	0.32	0.48	
tins (restricted area only)				roll on foundation	2.17dz	0.545dz	0.32	tablets	120	0.75	1.12	
tins		1.29dz	0.31dz	water colour eye shadows	1.10dz	0.275dz	0.16	NEUTRADONNA SED (187 BS)				
MEGIMIDE (894 Nicholas)				MINOX (139 Bleasdale)				powder	100 g	0.50	0.75	
ampoules 10 ml	6	2.11	..	worm treatment	50 ml	1.15dz		tablets	50	0.39	0.59	
25	7.80	100 ml	1.58dz			NEUTRAPHYLLINE (311 C)				
vial	100 ml	1.75	..	500 ml	0.55			ampoules 3 ml	5	0.35	0.44	
MELLOW BLOSSOMS (280 CP)				MIO-PRESSIN (1153 SKF)				packs of 6				
soap	3.03	0.76	0.12	capsules No 2	50	0.65	..	tablets	3.10dz	0.78dz	0.45	
(3 dz)	(3 dz)	(3 dz)		d					
MELODY (412 Elida-Gibbs)				MIRRA-COAT (174 BMAH)				NEW ERA (887 New Era)				
hair colourant		2.955dz	0.74dz	MIRRA-COAT (174 BVP)				biochemic tissue salts				
MEL ROSE (1069 R&SL)				MISS WINDSOR (1221 Windsor)				tablets	130	1.40dz	0.35dz	
skin tablets	..	0.54dz	0.135dz	splash Cologne	0.98 +s4B	480	3.10dz	0.78dz	0.45	
MEMOIRE CHERIE (60 Arden)				spray Cologne	d	960	5.45dz	1.36dz	0.80	
bath cubes (6)	733.84		combination remedy	130	1.55dz	0.39dz	0.23
bath oil 5 phials	766.84	100 g	1.11dz	0.28dz	0.17½	480	4.25dz	1.06dz	0.62	
bath salts	762.84	112 g	1.22dz	0.30dz	0.29	travelling set lightweight	11.00dz	2.75dz	1.60	
deodorant roll on	732.00	270 g	2.02dz	0.50dz	..	de luxe	15.00dz	3.75dz	2.20	
dusting powder												

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p	
Z(1091 Rybar) drops	15 ml	1.40dz	0.17%	OPTIMAX (220 CC) pack of 500 tablets			d	PARSTELIN (1153 SKF) tablets	50	1.04	1.56 +s4B	
pray		1.40dz	0.17%	ORABASE (1176 Squibb) paste	15 g	0.17	0.045	500	9.90	14.85 +s4B		
ablets	12	1.30dz 0.32dz	0.18%	ORABOLIN (917 Organon) tablets pack of 25	80 g	0.55	0.14	PARSTELIN (1153 SKF) tablets	50	1.04	1.56 +s4B	
BITE (165 Bran P)		1.60dz	0.20	ORADEXON (917 Organon) ampoules 5 mg/ml	25	10.40	500	9.90	14.85 +s4B		
ROLAN (878 Napp) ablets 2.6 mg	50	0.85	1.13	ORAHESIVE (1176 Squibb) powder	100	5.50	PASSIONNEMENT (1397 PdeLL) Cologne	1 oz	3146 3.43dz	0.86dz 0.50	
6.4 mg	250	3.90	5.20	ORASECRON (187 BS) tablets	15 g	0.27	0.07	2/oz	3141 6.50dz	1.63dz 0.95		
COLD (705 Kirby) ablets	250	5.35	7.13	ORASTREP (378 Dista) suspension	10	0.36	4 oz	3148 11.65dz	2.91dz 1.70		
-DEL (1091 Rybar)	12	1.37dz 0.345dz	0.23 +	ORASTREP (378 Dista) tablets	25	0.74	8 oz	3150 18.86dz	4.72dz 2.75		
NAD TULLE (34 A&H) 28 g	1.50dz 0.37dz	0.22	ORASTREP (378 Dista) tablets	100	2.65	perfume 2 cc	3005 3.08dz	0.77dz 0.45			
1 x 4in	10	d	ORASTREP (378 Dista) tablets	10	0.36	4 cc	3163 4.80dz	1.20dz 0.70		
RADRAN (897 NC) aerosol	0.61	0.92 +s4B	ORASTREP (378 Dista) tablets	25	0.74	1/4 oz	3159 6.50dz	1.63dz 0.95			
RATEX (901 Norton) (distributors 1545 Vestric)			ORASTREP (378 Dista) tablets	100	2.65	1/2 oz	3053 14.74dz	3.69dz 2.15			
ream	500 g	0.73	ORASTREP (378 Dista) tablets	100	2.65	1 oz	3059 21.60dz	5.40dz 3.15			
RLESTRIN (938 PD) ablets (vet.)	3 x 21	0.85	1.27% +s4B	ORASTREP (378 Dista) tablets	20	3.98	+s4B	2 oz	3065 36.00dz	9.00dz 5.25		
RTRAN (1153 SKF) ablets (vet.)	250	2.00 0.50	3.60	ORASTREP (378 Dista) suspension	50 ml	0.41	PATTERSONS (641 HSL) pills forte	50	0.22	0.055 0.38	
RVIC (902 Norvic) electric blankets			ORASTREP (378 Dista) suspension	500 ml	3.18	PAVULON (917 Organon) ampoules	100	8.80	13.20 +s4B		
Carnation quilt			ORASTREP (378 Dista) tablets	25	0.45	pack of 6			d		
60 x 30	8.75	ORASTREP (378 Dista) tablets	100	1.77	PAYNOCIL (113 Bencard) tablets	18	0.08	0.02 0.14		
60 x 48	11.25	ORASTREP (378 Dista) tablets	100	1.77	junior	20	0.05	0.01 0.09		
Femdown 60 x 32	6.69	ORASTREP (378 Dista) tablets	100	1.77	PCM (878 Napp) tablets	100	0.28 0.38		
60 x 46	8.75	ORASTREP (378 Dista) tablets	100	1.77	500	1.20	1.60		
Heatherdown 50 x 43	6.26	ORASTREP (378 Dista) tablets	100	1.77	PEDELENE (947 Pedelene) antiseptic solvent	..	1.00dz	0.25dz 0.16		
Heather quilt 48 x 44	8.75	ORASTREP (378 Dista) tablets	100	1.77	PEDIGLEEM (101 Beauteis) spray tonic	141 g	0.36	0.09 0.63		
SKEETO (1091 Rybar)			ORASTREP (378 Dista) tablets	100	1.77	PEDIGREE CHUM (967 Petfoods) economy		2.30dz	0.36dz 0.26%		
STROLINE (705 Kirby) 25 ml	0.90dz 0.22dz	0.13	ORASTREP (378 Dista) tablets	100	1.77	PEGINA (1417 Coraline) indigestion mixture		0.28	0.07 0.42		
VA (716 Krups) bathroom scales	.. 1.52dz 0.38dz	0.20	ORASTREP (378 Dista) tablets	100	1.77	PENAGEN (1623 Genetic) capsules	100	0.80 TS		
VAVON (100 BL) audio-sonic vibrator	3.80	ORASTREP (378 Dista) tablets	100	1.77	mixture	100 ml	0.28 TS		
U. (903 NPU) hot water bottles			ORASTREP (378 Dista) tablets	100	1.77	tablets	100	0.80 TS		
Cosy	0.315	0.45	ORASTREP (378 Dista) tablets	100	1.77	PENETROL (751 LL) inhaler			d		
De luxe	0.655	0.98	ORASTREP (378 Dista) tablets	100	1.77	Penicillin (34 A&H) nonad tulle			d		
Everwarm	0.465	0.70	ORASTREP (378 Dista) tablets	100	1.77	4 x 4in pack of 10			d		
Meteor	0.36	0.53	ORASTREP (378 Dista) tablets	100	1.77	PENIDURAL (1352 Wyeth) injections			d		
Petal	0.40	0.60	ORASTREP (378 Dista) tablets	100	1.77	all purpose vial			d		
Superheat	0.40	0.60	ORASTREP (378 Dista) tablets	100	1.77	1.2 mu	0.21	TS		
Twinheat	0.44	0.66	ORASTREP (378 Dista) tablets	100	1.77	long-acting vial 10 ml	0.69	TS		
Vulcan	0.415	0.62	ORASTREP (378 Dista) tablets	100	1.77	oral paediatric drops			d		
DEAL (903 NPU) oillet rolls	1.20	0.08	ORASTREP (378 Dista) tablets	100	1.77	10 ml	0.46	0.61% TS		
(1 1/2 dz)			OTEX (705 Kirby) earache drops	10 ml	1.20dz	0.30dz	tablets	50	0.905	1.20% TS	
DIT (596 HR) hair remover			OTOCEROL (188 BSH) ear drops	6 g	0.10	0.025	PERFORM (366 Dendron) eight-day hair set	small	3.25dz	0.77dz	0.45	
rinse-off spray			OTOCEROL (402 Earex) ear drops	12 g	0.15	0.04	large	5.05dz	1.20dz	0.70		
LACIN (113 Bencard) ablets	25	0.12 0.03	0.21	OTODEX (1418 Streng) ear drops (vet.)	14 ml	1.49dz	0.37dz	PERNIONE (576 PH) entire entry			d	
-SEALS (413 Lilly) spirin			OTODEX (1418 Streng) ear drops (vet.)	225 ml	1.00	0.25	PEROIDIN (809 M&W) cream	50 mg	100	0.32	0.08 0.56	
325mg	100	0.32	0.48	OTODEX (1418 Streng) ear drops (vet.)	225 ml	1.00	0.25	200 mg	100	0.40	0.10 0.70	
650mg	100	0.54	0.81	OVERONES (137 Blakoe) hair tonic	1920 cc	18.62dz	4.66dz	PERUTZ (1136 Silber) cine film standard 8			d	
sodium salicylate			OVERONES (137 Blakoe) hair tonic	95 cc	2.40dz	0.60dz	black and white U27, U21			d		
325mg	100	0.31	0.47	OVERONES (137 Blakoe) hair tonic	1920 cc	24.24dz	6.06dz	Penichrome super 8			d	
-SOFT (903 NPU) tankies 3ply	16	1.50 0.17	0.03	PADDI (1073 Robinson) de luxe adjustable garment pads	2.23dz	0.26	colour reversal			d	
	(6 dz)	(6 dz)		20	3.348	standard 8	CUS 88			d	
	50	1.93 0.22	0.08	(1 1/2 dz)	(1 1/2 dz)		colour negative film	126	12 exp	0.47%	
	(3 dz)	(3 dz)		1.68 cc	2.55dz	0.64dz	20 exp	135	20 exp	0.59	
	150	2.17 0.245	0.13	480 cc	7.09dz	1.77dz	C18	36 exp	0.54	
kitchen rolls	1.64	0.185	0.09%	hair tonic	95 cc	2.40dz	0.60dz	20 exp	126	20 exp	1.63
twin pack issues	1.46dz	0.165dz	0.17	hair tonic	1920 cc	18.62dz	4.66dz	120	1.12
oillet rolls	1.53	0.05	gold	bath	3.41	0.855	0.84%
flat packs	1.87	0.05	gold	bath	3.41	0.855
FINE (1625 Sallis) lightweight elastic yarn (fine) thigh stockings			gold	bath	3.41	0.855	
closed toe	pr	1.60		gold	bath	3.41	0.855	
LAX (175 BCP) laxative tablets	50	1.14dz 0.29dz	0.15	PAN (1614 Inter Pan) instant dry shampoo	3oz	2.68dz	0.67dz	tablets 15mg	250	0.38	+s1s4A
LIVON (187 BS) capsules	25	0.36	0.54 +s4B	PAN (1614 Inter Pan) instant dry shampoo	6oz	4.44dz	1.11dz	1000	1.30	+s1s4A	
elixir	100	1.10	1.65 +s4B	PARACIDE (1153 SKF) capsules (vet.)	No 1	100	0.80	30mg	250	0.48	+s1s4A
LIVON-C (187 BS) ovs	100 ml	0.29	0.43 +s4B	PARACIDE (1153 SKF) capsules (vet.)	No 2 1/2	50	0.70	1000	1.70	+s1s4A	
100 mg	1.02	1.53 +s4B	PARACIDE (1153 SKF) capsules (vet.)	No 5	50	1.04	PAROMET (1345 Woodward) tablets	250	0.38	+s1s4A
BAS (727 Lane) oil	10 ml	0.17 0.04	0.29	PARACIDE (1153 SKF) capsules (vet.)	No 10	50	1.92	1000	1.30	+s1s4A	
28 ml	0.385	0.095	0.66	PARACIDE (1153 SKF) capsules (vet.)	No 25	25	1.80	300	1.94	+s1s4A	
socket inhaler	0.22	0.055	0.38	PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	100 mg	30	0.29	+s1s4A
COVIN (413 Lilly) ampoules 1mg	1	5.67	8.51	PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	250	2.16	+s1s4A	
5mg	1	24.73	37.10	PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.38	+s1s4A
E PLUS ONE (350 Dana) aerosol	0.19	0.047	0.35	PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
ZOO (250 Cheetham) denture powder	small	0.70dz	0.17dz	PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
large	1.20dz	0.30dz	0.17%	PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
ERIDINE (666 Janssen) ampoules 2.15 ml	10	1.85		PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
	50	8.50		PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	1000	1.70	+s1s4A	
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s4A
				PARACIDE (1153 SKF) capsules (vet.)	No 40	25	2.78	PAROMET (1345 Woodward) tablets	250	0.48	+s1s

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Re £
PLASTULES (1352 Wyeth)					QUADRILLE (Balenciaga (386 Douek))				RIVIERA (713 KH)		
folic acid	100	0.91	eau de toilette	1 1/4 oz	1.05	0.265	home sun lamp		23.9
	250	1.925	4 oz	1.70	0.425	3.05	ROBERTS (1068 Roberts)		
liver extract	100	0.66	7 oz	2.75	0.69	4.95	glycerine, lemon & honey		
plain 100					15 oz	4.05	1.015	7.30	70 ml	0.86dz	0.22dz
					32 oz	5.95	1.49	10.70	glycerine, lemon & ipecac		0.1
PLIAFAX (1068 Roberts)					atomiser	..	2.15	0.54	70 ml	0.86dz	0.22dz
syrup	150 ml	2.24dz	perfume	1/6 oz	0.92	0.23	0.1
tablets	25	1.47dz	1/6 oz	1.17	0.295	2.15	liquid paraffin	225 ml	1.15dz
					1/4 oz	1.70	0.425	3.15	olive oil	71 ml	0.93dz
PLJ (103 Beecham)					1/2 oz	2.80	0.70	5.20	white petroleum jelly		
standard		1.895dz*	0.29dz		1 oz	4.45	1.115	8.25	190 g	1.47dz	..
		* includes 0.30 dz bottle deposit			2 oz	7.00	1.75	12.95	ROBINSONS (1449 R&CFD)		
large		3.01dz*	0.49dz		4 oz	11.15	2.79	20.60	baby syrup	6 oz	1.58dz
		* includes 0.30 dz bottle deposit			atomiser	..	2.32	0.58	stage II instant		0.1
POLAROID (989 Polaroid)					refill	..	1.58	0.395	baby food	..	0.83dz
close up kit	543	RABRO (1091 Rybar)	25 g	0.19	..	ROBITUSSIN (1071 Robins)		
	563	tablets	60	6.80dz	1.70dz	500 ml	0.71	
portrait kit	581		150	1.35	0.34	21	2.70	
POLYBACTRIN (218 Calmic)					RADIARAY (608 Hinders)				RONSON (1079 Ronson)		
soluble GU vials	(3)				lamps	infra-red/radiant heat			electric razor		
					No. 101	4.52	..	6.40	tiara	TS 850	5.83
POLYCROL (894 Nicholas)					250w infra-red	No. 101	4.52	..	ROSEDALE (451 F&J)		
gel	300 ml	0.55	0.14	0.97	450w infra-red	No. 101	4.72	..	shower foam		
tablets	200	1.45	0.365	2.54	infra-red/radiant heat				RYBAFERRIN (1091 Rybar)		
POMPADOUR (991 PLL)					No. 102	5.90	..	8.35	tablets	75	1.80dz
lacquer sprays	90 cc	0.90dz	0.225dz	0.15	250w infra-red	No. 102	5.90	..	RYBAFORM (1091 Rybar)		
refill	54 cc	0.65dz	0.165dz	0.11	450w infra-red	No. 102	6.10	..	115 ml	1.10dz	0.45dz
aerosol	6 oz	1.70dz	0.425dz	0.27	infra-red/radiant heat				2 1/4 l	1.10	0.27
	16 oz	2.40dz	0.60dz	0.35	No. 103	5.90	..	8.35	RYBAR (1091 Rybar)		
PONDS (256 CPL)					250w infra-red	No. 103	5.90	..	baby cream	60 g	1.00dz
lemon cold cream	42cc	2.02dz	0.51dz	0.27	450w infra-red	No. 103	5.90	..	cold sore lotion	tube	0.20dz
	90cc	3.24dz	0.82dz	0.44	infra-red/radiant heat				dandruff lotion	110 ml	1.60dz
POPPA PANTS (1621 Interbro)					No. 104	12.78	..	8.35	diabetic linctus	150 ml	3.00dz
					250w infra-red	No. 104	12.78	..	ear drops	15 ml	0.90dz
PRAGMATAR (1153 SKF)					450w infra-red	No. 104	12.98	..	eye drops	15 ml	1.08dz
ointment	25 g	0.14	0.035	0.25	infra-red/radiant heat				eye lotion	60 ml	0.88dz
	500 g	2.32	0.58	4.06	No. 104	12.78	..	8.35	greyhound tonic	250 ml	1.70dz
shampoo (vet.)	177 ml	0.52	0.13	0.94	450w infra-red	No. 104	12.98	..	500 ml	3.20dz	0.4
	3.81	7.20	1.80	12.96	infra-red/radiant heat				inhaler		10.20dz
PRAXILENE (1616 Liphia)					No. 104	12.78	..	18.08	with mask		..
(distributors 276 C & C)					250w infra-red	No. 104	12.78	..	midget		1.60dz
capsules 100 mg	100	4.53	1.14	7.93 1/2	450w infra-red	No. 104	12.98	..	bottom cap		0.20dz
	500	22.00	5.50	38.50	replacement elements	infra-red/radiant heat		18.36	mask		0.1
PRE-GARDALL (265 JC&Co)					infra-red/radiant heat	1.02	..	1.44	neck cap		0.3
antiseptic cleanser					250w infra-red	1.02	..	1.44	nylon filament		0.0
	227.3 ml	1.35dz	0.337dz	0.18	450w infra-red	1.26	..	1.78	reservoir		0.2
	568.2 ml	2.85dz	0.712dz	0.37	RADWAY'S (573 JH)	ready relief			rubber bulb		0.2
	4.546 l	10.80dz	2.70dz	1.42%	R.A.H.C. (1091 Rybar)	1.68dz	0.42dz	0.23	rubber bush		0.0
PREGFOL (1352 Wyeth)					ointment (vet.)	25 g	1.40dz	0.35dz	stopper cap		0.0
capsules	100	0.425	..	0.56 1/2		500 g	1.10	0.33	syphon tube-ball		0.1
					RALGEX (430 Eucryl)	1 1/2 oz	2.02dz	0.505dz	standard plastic		0.2
					aerosol	2.64dz	0.66dz	0.35	glass		0.90dz
PREGNOSTICON PLANOTEST (917 Organon)					RAVINA (1369 RM)	Barrette oval	No. 703	1.28dz	washers (1 or s)		0.12dz
	20	5.00	pony tail holders	267	1.98dz	0.49dz	iodine pencil		0.65dz
PREGNYL (917 Organon)					268	1.98dz	0.49dz	1.00dz	mange remedy	115 ml	0.16dz
ampoules 100 µ/ml					269	1.98dz	0.49dz	1.00dz	ointment (vet.)	25 g	0.16dz
PRETTY FEET (1113 S&B)					270	1.98dz	0.49dz	1.00dz	tonic tablets (dogs)	30	0.35dz
bottle	50 cc	2.35dz	0.587dz	0.31	RAYMOND (1032 Raymond)	brill wax	50 g	0.20	100 dz	100	0.22dz
roll ball	45 cc	2.72dz	0.68dz	0.36	colour rinse	30 cc	0.12	0.05	RAYBAREX (1091 Rybar)		
PRIESTLEYS (1618 BFL)					hair lacquer	80 cc	0.13	0.25	15 ml	3.00dz	0.3
compound		0.09	0.025	0.14	hand lotion	112 cc	0.20	0.42	100 ml	1.70	2.5
		0.155	0.04	0.24	shampoo R77	sachets	0.22dz	0.03%	115 ml		
PRINALGIN (117 BPL)					50 g	0.05	0.01	0.08	RYBARVIN (1091 Rybar)		
tablets 500 mg	500	10.80	..	16.20	R.B.C. (1091 Rybar)	25 g	1.38dz	0.34dz	15 ml	3.00dz	0.3
PRINCESS (716 Krups)						500 g	0.97	0.24	100 ml	1.70	2.5
bathroom scales					REFLEXA (713 KH)	underblanket non-electric			115 ml		
PRINCESS D'ALBRET (Jean d'Albret (1145 Sirex))					RENIPAS (1046 Renipas)	analgesic tablets	24	7.98	RYTOL (1091 Rybar)		
					REPELESECT (772 Lon)	insect repellent aerosol	0.71dz	0.18dz	15 ml	3.00dz	0.3
PRINCESS D'ALBRET (1624 JAOL)					RESINOL (1418 Strenol)	ointment	0.40	0.10	100 ml	1.70	2.5
PRITCHARDS (1008 Pritchard)						soap	..	0.70	115 ml		
junior aspirins	18	0.30dz	0.075dz	0.04	RESTORIA (1113 S&B)	hair dressing	160 cc	8.72dz	RYBON SOL (1091 Rybar)		
	25	0.45dz	0.11dz	0.06		lotion	145 cc	8.72dz	12	1.35dz	0.2
	35	0.50dz	0.13dz	0.07%		shampoo	110 cc	2.34dz	0.20	0.27dz	0.1
juniper pills	20	0.58dz	0.145dz	0.08	REVOLN (1052 Revlon)	feminine hygiene spray	4 oz	0.39	RYOTIN (1091 Rybar)		
PRITY BABY (1008 Pritchard)						4 oz	..	0.70	outfit (vet.)	..	
gripe mixture	6 oz	1.14dz	0.285dz	0.15	RHEUMALAX (488 Fylde)	(distributors 234 Cartwright)	i		RYTOL (1091 Rybar)		
PRODERMIDE (695 TK)					RIBENA (103 Beecham)	standard	2.135dz*	0.33dz	SA-37 (174 BVP)		
solid		0.16	0.04	0.30		*	includes 0.33 dz bottle deposit		powder, cat	100 g	0.34
PRO-HYD 50 (406 ECM)						2.875dz*	0.465dz		dog	200 g	0.48
capsules	30	0.80	0.20	1.40	*	*	includes 0.30 dz bottle deposit		5 lb	4.02	6.03
PROSTALIN (137 Blakoe)					RIMMEL (1063 Rimmel)	compressed powder			tablets	60	0.42
	100	0.56	0.14	1.00	compact	..	2.185dz	0.533dz	450	2.71	4.00
PRUVORAL (221 Camden)					dewy skin lotion	..	1.85dz	0.451dz	SALUBRIA (135 TB)		
entire entry					eye crayon collection	..	5.845dz	1.425dz	Himalayan nerve tonic		
PURASEPTIC (1008 Pritchard)					liner pencil	..	1.165dz	0.284dz	tablets	150	5.76dz
antiseptic	2 oz	0.83dz	0.21dz	0.11	lash thickener	..	1.37dz	0.334dz	250	9.00dz	1.44dz
	8 oz	1.66dz	0.415dz	0.22	lip brush	..	1.645dz	0.401dz	500	16.40dz	2.25dz
PURITABS (705 Kirby)					lipstick twist-up	..	2.265dz	0.552dz	1000	29.45dz	4.10dz
water purifying tablets					make-up brush	..	1.645dz	0.401dz	SAM (967 Petfoods)		4.32
	100	2.00dz	..	0.25	mascara brush-on	..	2.185dz	0.533dz	3.09	0.49	0.0
	maxi	50	0.83	1.25	medicated cake	..	2.185dz	0.533dz	(6 dz)	0.49	0.0
PURO PINE (1008 Pritchard)					oatmeal soap	..	1.37dz	0.334dz	SANATOGEN (1530 Fisons)		
	8 oz	0.57dz	..	0.06 1/2	selected multivitamins	..	0.955dz	0.233dz	plain or lemon	4.21dz	1.05dz
	15 oz	0.99dz	..	0.11	30	3.32dz	0.77dz		7.98dz	2.00dz	0.5
PUROSAN (1008 Pritchard)					60	6.03dz	1.32dz		13.98dz	3.50dz	1.70
	8 oz	0.72dz	..	0.08	120	10.32dz	2.16dz		24.72dz	6.18dz	3.14
	15 oz	1.30dz	..	0.14 1/2	plus iron	30	3.32dz	0.77dz	SANIDENT (1232 T&R)		
	1 gal	8.88dz	..	1.00	60	6.03dz	1.32dz		0.77dz	1.20dz	0.17
PYLATUM (165 Bran P)					120	10.32dz	2.16dz		5.07dz	0.30dz	0.17
double treatment		2.50dz	0.62dz	0.36%	junior	30	1.98dz	0.4			

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
ea de Cologne											
opaline	15 cc	0.40						
	47 cc	0.75						
	90 cc	1.05						
	163 cc	1.59						
	305 cc	2.85						
hair tonic lotion						unspread					
oily or dry	90 cc	0.69	36 x 18 x $\frac{1}{16}$ in	..	0.95			
	163 cc	1.05	$\frac{1}{16}$ in	..	1.54			
pre shave lotion						$\frac{1}{16}$ in	..	2.40			
47 cc	0.69	$\frac{1}{16}$ in	..	2.78			
	163 cc	1.55						
shaving foam spray						semi-compressed					
	150 g	1.32	spread					
shaving stick						36 x 18 x $\frac{1}{16}$ in	..	1.49			
refill	100 g	0.65	$\frac{1}{16}$ in	..	2.14			
soap on a rope						$\frac{1}{16}$ in	..	2.81			
..	1.35	$\frac{1}{16}$ in	..	3.54			
soap toilet size (1)											
raffia bag (3)	0.55						
soap bath size (1)	0.79						
raffia bag (1)	0.85						
TABLOID (208 BW)											
aspirin 300 mg	100				d						
TAMPOVAGAN (221 Camden)											
stilboestrol and sulphathiazole 12					d						
TARCORTIN (1178 Stafford)											
cream	15 g	2.31dz	0.58dz	0.33							
	30 g	3.745dz	0.935dz	0.54½							
TAR GARD (1213 T.G.)											
anti smoking device	0.59	0.20	1.13								
TAYLOR'S (1073 Robinson)											
belladonna plasters porous											
breast 6 in	..	0.89dz	0.223dz								
	7 in	..	1.02dz	0.255dz							
red felt											
5 x 7½ in	..	1.275dz	0.319dz								
	7 x 11 in	..	2.55dz	0.638dz							
red flannellette											
5 x 7½ in	..	0.99dz	0.248dz								
	7 x 11 in	..	1.985dz	0.496dz							
B.P.C. white cloth											
5 x 7½ in	..	0.655dz	..								
	7 x 11 in	..	1.31dz	..							
boil plasters	3	0.635dz	0.159dz								
	144	2.00	0.50								
corn plaster, Ivy Leaf	..	0.485dz	0.121dz								
sal.acid 1½ x 3 in 20%	..	0.34dz	0.085dz								
	40%	0.375dz	0.099dz								
first-aid dressings											
waterproof											
tin		0.575dz									
		..	1.15dz								
strips											
2½ x 6 in x 12	..	0.305dz									
	¾ x 1½ in x 144	..	0.545								
¾ x 2½ in x 144	..	0.60									
	¾ x 3 in x 144	..	0.65								
1½ x 3½ in x 50	..	0.49									
	1 x 1½ in x 50	..	0.25								
1¾ x 2½ in x 50	..	0.315									
wound dressings											
1½ x 2 in x 50	..	0.365									
	2 x 3 in x 50	..	0.66								
2½ x 3½ in x 50	..	0.735									
	1½ x 1½ in x 50	..	0.325								
circlettes ¾ in dia.	100	0.345									
	1½ in dia.	100	0.42								
individually wrapped											
1½ x 1½ in x 100..	..	0.81									
	1½ x 2 in x 100..	..	0.86								
2 x 3 in x 100..	..	1.32									
	2½ x 3½ in x 100..	..	1.73								
¾ x 1½ in x 100..	..	0.635									
	¾ x 2½ in x 100..	..	0.70								
	¾ x 3 in x 100..	..	0.69								
sponge rubber adhesive											
¾ x 3½ x 6 in (3)	..	3.98dz									
	¾ x 36 x 18 in	3.00								
	¾ x 36 x 18 in	2.38								
unspread											
¾ x 3½ x 6 in (3)	..	3.475dz									
	¾ x 36 x 18 in	2.24								
	¾ x 36 x 18 in	1.61								
strapping adhesive waterproof											
1 in x 1 yd	..	0.705dz									
	1 in x 2½ yd	..	0.845dz								
	½ in x 5 yd	..	0.99dz								
	1 in x 5 yd	..	1.505dz								
	2 in x 5 yd	..	2.50dz								
	3 in x 5 yd	..	3.80dz								
	4 in x 5 yd	..	3.80dz								
superfoam adhesive											
¾ x 36 x 18 in	1.28	0.32								
	½ x 36 x 18 in	1.70	0.425							
unspread											
¾ x 36 x 18 in	0.92	0.23								
	½ x 36 x 18 in	1.40	0.35							
wintergreen and capsicum											
plasters											
5 x 7½ in	..	0.685dz	0.171dz								
	7 x 11 in	..	1.37dz	0.343dz							
wool felt soft 100% Merino											
wool spread											
36 x 18 x $\frac{1}{16}$ in	1.25									
	¾ in	1.85								
	½ in	2.70								
	¼ in	3.09								
TIGER (1613 HPL)											
vacuum flasks											
TR3-10							3.98
	CTR3-10							3.98
	TRS10							5.76
	TRX10							4.25
	TM2-10							4.25
	SA6.5							4.86
	T10							5.17
	C/T10							4.99
	TRD10							5.98
	TRF10							5.51
	TRC10							5.98
	HF10							6.90
	ACC13							7.50
	M10							6.99
	M13							7.94
	M16							8.42
	M19							9.18
	MP19							12.12
	dualator	TR3-10							4.60
	refills										
	TRX10, TR3 series, T10, TR1, TRD, TRF, TRC, ACC10							1.90
	TM2-10							2.00
	SA6.5							1.80
	H10, M10							2.05
	H13, M13, ACC13							2.20
	M16							2.34
	M10							2.46
	IJ10							2.15
	IJ12							2.35
	IJR10							

AUGUST BONUS OFFERS

SAUNA FOAM BATH OR SAUNA LOTION - 12 invoiced as 11 . . . that's one free worth 78p retail!

KURLASH EYELASH CURLER—6 invoiced as 5 . . . that's one free worth £1.10 retail!
TWISSORS — Order one card of 6 each of the standard, de luxe and purse size and get one standard and one de luxe Twissors free worth £1.65 retail!

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Sauna Toiletries

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Samsar Manicure Implements

and the genuine

Diamon-Deb, Kurlash and Twizzors

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
R (1023 Radiol) Bone Radiol (horses and dogs)											
200 ml	0.50	0.125	0.85 a								
500 ml	1.12	0.28	1.85								
450 ml			d								
RSON (1388 TKC) (distributors 810 Maw)											
one-way stretch											
anklets	pr	0.90		a							
knee caps	pr	0.90									
two-way stretch											
anklets	pr	1.36									
knee caps	pr	1.36									
two-way stretch flat bed											
above knee											
cotton open toe pr	2.54										
with forked suspender											
pr	2.68										
nylon open toe pr	2.54										
with forked suspender											
pr	2.68										
cotton full foot pr	2.54										
nylon full foot pr	2.54										
below knee											
cotton open toe pr	2.08										
nylon open toe pr	2.08										
thigh length											
cotton open toe pr	2.62										
with forked suspender											
pr	2.76										
nylon open toe pr	2.76										
with forked suspender											
pr	2.76										
IEFS (702 KC)											
10 case rates minimum order direct											
handkerchiefs 3-ply ..	1.42	0.16	0.03 a								
(6 dz)											
LIC RADIOL (1023 Radiol)											
for horses 350 ml	0.32	0.08	0.53 a								
NETTESSA (716 Krups)											
bathroom scales	3.00 a								
NTUSOL (1054 R&B)											
antiseptic 250 ml	2.88dz	0.72dz	0.40 a								
dp 500 ml	4.56dz										
dp 21	1.32										
dp 11											
otion 250 ml	1.92dz	..	0.24 a								
500 ml	3.12dz	..	0.39								
21	0.97										
11											
XSON GERRARD (339 CG)											
dusting powder 170 g	1.05dz	..	0.12½r								
CLOSPASMOL (192 Brocades)											
tablets 400 mg 250	9.71	..	14.56 i								
200 mg 50			d								
LSEY (702 KC)											
10 case rate minimum order direct											
toilet tissue twin roll ..	1.05	(1½ dz)	0.08 a								
NOL (192 Brocades)											
560 ml	4.77	1.19	8.34 i								
300 ml			d								
ANIMOL (1023 Radiol)											
syrup 500 ml	0.68	0.17	1.12 i								
450 ml			d								
VA (716 Krups)											
bathroom scales	2.70 a								
Luxus	3.50								
ASTOPLAST (1155 S&N)											
antiseptic wipes ..	1.20dz	0.30dz	0.16 •								
IXIR PHENOBARBITONE WITH ANEURIN (576 AH)			d								
IXIR PHENOBARBITONE WITH ANEURIN (576 PH)			i								
TEE LAUDER (425 ELC)											
Re-Nutriv											
rich rich lipstick	1.45 •								
RROTONE (1054 R&B)											
500 ml	3.24dz	..	a								
21	1.09	..									
11			d								
BRON (1054 R&B)											
cream 25 g	1.32dz	..	0.16 a								
50 g	1.92dz	..	0.24								
75 g			d								
LLETTE (514 Gillette)											
razor GII	..	8.75dz	2.14dz	1.25 c							
cartridge refill	3.85	0.94	0.33 i							
(20 carts) (20 carts)											
GUERLAIN (548 Guerlain)											
ambrosia emulsion 40 gr	3.60 a							
aromatic lotion 110 cc	1.65							
230 cc	2.65							
circulation creme 23 gr	1.75							
cleansing creme No.1											
55 g	1.20							
195 g	2.75							
No.2											
55 g	1.20							
195 g	2.75							
jelly 110 cc	1.90							
oil 110 cc	1.55							
creme for delicate skin											
23 g	2.95							
creme acide 23 g	1.60							
creme camphrea 23 g	2.60							
creme essential (reductrice)											
23 g	1.95							
creme mousseline 35 g	1.25							
creme plein vent 27 g	1.65							
creme secret de bonne femme											
45 g	1.30							
creme solaire fluide											
110 g	1.75							
eye creme 13 g	1.10							
eye make-up remover											
56 cc	1.25							
eye pencil propelling											
refill	1.45							
eye shadow fluid											
powder	1.60							
face powder Candide											
30 g	1.40 r							
fluid cleanser 110 g	1.20 a							
hand creme (tube) 23 g	0.85							
hydrastick											
lipgloss	0.75							
lipstick	0.75							
mascara cake	1.20							
roll-on	1.25							
masques											
beaute d'un soir 23 g	2.95							
irradie 23 g	1.95							
maffilm 27 g	1.70							
moisture base 27 g	1.20							
53 g	2.10							
nail and cuticle creme											
13 g	1.10							
natural foundation 27 g	1.70							
neck creme 23 g	3.80							
rouge compact											
refill	2.95							
creme	0.95 r							
fluid	1.75							
shampoo 220 cc	1.65							
skin food No.1 23 g	1.30							
soothing lotion 110 cc	1.65							
230 cc	2.65							
sport creme 23 g	1.25							
supernourishing creme											
23 g	3.30							
55 g	5.30							
teint dore 110 cc	0.99							

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		
PIMAFUCIN (192 Brocades) suspension	20 ml	2.80	4.20 c	RADIO MALT (179 BDH) jar	1 lb	0.27	0.36 a	SPECIFENE (603 H) ointment	1.28dz	0.32dz	0.16 a
PRIMES (890 Newton) (distributors 1556 Farillon)	3 roll	1.28dz	0.32dz	0.17 c	RAVERON (11 ASL) ampoules 1 cc	6	1.46	2.19 a	UNG. MORRHUAE CO. (576 PH) dp 500 g	0.80	1.20 i
PRINCESS (716 Krups) bathroom scales	4.95 i	RECOSEN (11 ASL) ampoules 1 cc	6	0.75	0.19	1.32 a	URIGON (1054 R&B) dp 100 g	2.52dz	..	a
RADIAN (1023 Radiol) bath salts	450 g	0.18	0.045	0.31 a		30	3.17	0.79	5.55	dp 200 g	4.44dz
	3 kg	0.90	0.225	1.48 c	tablets	30	0.80	0.20	1.40	VI-MINEROL (1023 Radiol) canine	500 g	0.36
massage cream	40 g	0.15	0.037	0.25 a		150	3.47	0.87	6.07	2½ k	1.34	0.50 i
	100 g	0.21	0.052	0.35	RIPASON (11 ASL) tablets	30	0.71	1.06 a	450 g	1.75 a
	500 g	0.60	0.15	0.98 i		150	3.05	4.58				c
	450 g			d	vial	10 cc	0.92	1.38	VIVELLE (451 F&J) body shampoo	3.44dz	0.86dz	0.47 c
-A	25 ml	0.14	0.035	0.23 a	ROBADEN (11 ASL) ampoules 1 cc	6	0.87	0.22	1.52 a	AMENDMENTS TO KEY TO SUPPLIERS			
	50 ml	0.20	0.05	0.33		30	3.48	0.87	6.09	14 Afro	= Afro Girl Cosmetics Ltd, 77 Lower Clapton Road, London E.5. 01-985 8819		
	500 ml	1.40	0.35	2.30 i	tablets	30	0.87	0.22	1.52	180 BEP	= British Ethical Proprietaries Ltd, Larkhall Laboratories, Putney Bridge Road, London S.W.15. 01-870 0971		
	450 ml			d		150	3.48	0.87	6.09	746 Lederle	= Lederle Laboratories division of Cyanimid of Great Britain Ltd, Farnham Road, Gosport, Hampshire. 03292 6131		
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	120 g			d		25	4.94	1.24	8.65				
liniment	560 g			d	vials	5 ml	1	1.18	0.29				
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COMMENT

Dental health and the pharmacist

A large section of the community is ignorant of the benefits of dental health. It is, say the British Dental Health Foundation, as if the mass of the population is prepared to sacrifice its teeth "without question"—accepting that decay and tooth loss are inevitable.

This is a surprising indictment by the Foundation, formed recently to meet the need for a "planned co-ordinated, powerful and continuous campaign to make the public aware of the benefits that could arise from a new attitude to dentistry and dental health." It is an area where the pharmacist has much to contribute, and there should be a link between the Foundation and pharmacy to ensure the public can be made aware of the preventive treatment currently available.

For example it has been pointed out that topical fluorides could reduce dental caries in children by at least half, and the use of such compounds provides probably one of the fastest methods of dealing with the problem. On plaque

removal to reduce caries and gum disease generally, the Foundation refers to the use of inter-dental stimulators and the correct brushing of teeth and gums. Over the counter pharmaceutical advice could help a great deal—effective tooth brushing is not easy to teach nor readily carried out by juniors, but now that disclosing solutions and tablets which temporarily stain plaque are available, the technique and need for effective brushing can be shown dramatically to children and adults.

Various aspects of dental health are dealt with in this issue, and although pharmacy has lost to the grocer some of the toothpaste business it handled, nevertheless the remaining turnover is still appreciable, and in the wider area of the prevention of dental ill health there is much that can be profitably done. Dental decay is, according to the British Dental Health Foundation, probably the world's commonest disease and there is enough evidence to suggest that the United Kingdom is amongst the worst afflicted. Thus the opportunity exists for pharmacy to be seen to be active in this sphere.

NOTES ON NEW MEDICAMENTS

Althesin

Constituents: 3 α -hydroxy-5 α -pregnane-11, 20-dione (alphaxalone) and 21-acetoxy-3 α -hydroxy-5 α -pregnane-11, 20-dione acetate (alphadolone).

It has long been known that certain steroids have some general anaesthetic properties when injected intravenously, and early investigations seemed so promising that one product, hydroxydione, although slow in action, was marketed for intravenous use as an anaesthetic. Clinical experience later revealed that apart from its slow induction and recovery rate the drug had other disadvantages, particularly local irritant properties, and its use was abandoned.

More recent studies on newer derivatives with structural similarities to progesterone have shown that these early disadvantages can be overcome, and Althesin is a product of such research. The main anaesthetic component is alphaxalone, but it is virtually insoluble in water. Alphadolone acetate is also insoluble, although a mixture of the two substances exhibits a greater solubility. The problem of solubility has been overcome by the use of solubilising agents, and the product is presented as an isotonic solution of neutral pH, containing 20 per cent of polyoxyethylated castor oil.

Following a single intravenous injection, anaesthesia occurs in about thirty seconds, and recovery takes place after five to 10 minutes. Unconsciousness may be prolonged by giving the drug by slow intravenous drip infusion. Its brief action is due to rapid conjugation by liver enzymes, and not to redistribution in the tissues

and temporary storage in body fat, as with the barbiturates. Entero-hepatic circulation of inactive metabolites of the steroids may continue for a few days.

Recovery from anaesthesia with Althesin is usually rapid and complete, and any temporary return to unconsciousness is uncommon. By reason of its inactivation by the liver, the drug should be used with care in patients with liver dysfunction.

The high degree of tolerance, the absence of any depressant effects on the cardiac or respiratory systems, the wide range between the therapeutic and toxic doses, mark the new product as an interesting advance in anaesthesia, although the mechanism of action remains obscure.

Ketalar

Chemistry: 2-(o-chlorophenyl)-2-(methylamino)-cyclhexanone hydrochloride (ketamine hydrochloride).

Ketamine is a rapid acting, non-barbiturate, general anaesthetic, for intravenous or intramuscular use. It is employed in a wide range of diagnostic and surgical procedures, but the type of anaesthesia produced by the drug is unusual, and has been termed "disassociative anaesthesia".

It appears to have a selective action on some association pathways in the brain, so that a blockade of the sensory system is obtained before other cerebral activity is markedly affected.

That unique pharmacological action gives the drug cataleptic, analgesic and anaesthetic properties, without the central sedative effects of intravenous anaesthetics of the barbiturate type.

Clinically, analgesia occurs before anaesthesia is established, and persists beyond the post-anaesthetic period. This action increases the value of the drug for certain procedures, but at the same time complicates recovery to some extent, and care should be taken not to disturb the patient

during this analgesia-post-anaesthetic period.

Ketamine also differs from most other anaesthetic agents in causing an increase in pulse rate and blood pressure. This may be useful in some cases, but with patients with an already elevated blood pressure, the increase could be disadvantageous. On the other hand, respiration is but little affected, and the properties of Ketamine make it a drug of unusual interest.

LETTERS

Advising the adviser

Concerning your article "Who advises the adviser?" (C&D July 22, page 111), I was most interested to read of you contacting the schools of pharmacy to see what emphasis is placed on contraception in the pharmacy syllabus.

I was secretary of the Welsh Students Pharmacy Association in 1964, while a student at the Welsh School of Pharmacy. The student committee of this association was well aware of the absence of such information in the syllabus. Contact was made with the senior medical officer of the local FPA clinic, who was delighted to have the opportunity to pass on her knowledge, and advice on advising people.

The resulting meeting proved beneficial and bridged the knowledge gap most admirably.

With a time lapse of eight years, it seems a pity that the schools of pharmacy cannot be a little more practical, particularly in this socially and economically important subject.

Barbara Fourcade
Newport

PROFESSIONAL NEWS

Pharmaceutical Society of Ireland

New Irish Union could be finalised by October

The final draft of the Constitution for the proposed new Pharmaceutical Union has been received, the monthly meeting of the Council of the Pharmaceutical Society of Ireland was told by Mr T. R. Miller.

Mr Miller regretted that he had been unable to attend the June meeting of the Council but was pleased to note the keen interest taken by members in the latest developments concerning the union when the matter came up for discussion.

He paid tribute to the co-operation the organising committee had received from the Irish Drug Association and said that any delay which had occurred in the formation of the union had afforded all concerned extra time to study the proposals in greater detail with the result that they had had an opportunity of introducing valuable amendments to the original draft.

All eight regions to be represented

The fact that all eight Health regions would be represented on the new body was said to be a great advantage.

The President said he would like a message of goodwill and appreciation to be conveyed to the IDA for their approach to the matter. Mr Miller, as chairman of the organising committee, said he would like to be associated with this.

Mr W. Butler said the final proposals would be put to a ballot of IDA members and he hoped everything would be finalised before the Pharmacy Congress in Tralee in October. He would not like anything to stand in the way. This was the last hurdle and members of the IDA and the Society should take it together and ensure that the organisation was established as quickly as possible.

The Registrar, Mr J. G. Coleman, reported on an extraordinary general meeting of the Pharmaceutical Group of the European Community in Brussels on June 23 at which the Society was represented by the President and himself. Mr Power had signed the Convention on behalf of Irish pharmacists. The IDA had authorised Mr Power to sign on their behalf.

The Registrar, in his report, quoted the statement made by Mr Power to the delegates and referred to the sympathy expressed by Monsieur Kuipers to the Irish delegates on the great loss sustained in the air crash the previous Sunday when a number of leading Irish industrialists had lost their lives.

Mr Miller said it was obvious that continuity would have to be maintained with Brussels and he thought they would have to decide on a person to be leader. The obvious choice, he believed, was Mr Power.

Mr Patrick Browne said the Irish Hos-

pital Pharmacists' Association had applied for associate membership of the European Hospital Pharmacists' Association and hoped to be in a position to send a delegate to the international meeting of that body in Venice in September or October. He said he would like to see close liaison between the representatives of the Society and his organisation on all matters relating to Brussels.

The meeting agreed that Mr Power should head the Society's delegation in all future discussions. The President intimated that he would seek a meeting with the IDA in the near future to discuss all aspects of policy relating to the EEC.

It was agreed that the President, Mr Corrigan, Mr Miller and the Registrar should represent the Society at a meeting in London on October 6-7 when developments to date in relation to the EEC would be discussed and arrangements made in connection with a future meeting of the pharmaceutical group in Amsterdam.

On the motion of the President, seconded by Mr Semple, Mr O'Donnell was appointed representative of the Council on the Consultative Committee set up by the Minister for Agriculture and Fisheries, under the Animal Remedies' Act, 1956.

Mr O'Donnell explained that a primary function of the Committee was to arrange publication of formulae for animal remedies.

The President said this was a very useful function as the present position in regard to the distribution of veterinary medicines left much to be desired. In some instance there was little, if any control on distribution and it was with regret that he had noted recently a serious loss of animals in co. Carlow. Personally, he was disappointed that the Minister for Agriculture or his Department had not replied to the Council's submissions dealing with the control of antibiotics.

In the memorandum sent to the Department the hope was expressed that schedule 2, which was an effective form of control, would be brought into operation until such time as discussions were held with representatives of the veterinary profession and the Department of Agriculture on what was considered would be the final answer to the problem.

Following the submission by the Council of a report on drug education to the Department of Health a letter was received from the Department expressing a desire to meet representatives of the Council and other interested parties on the matter on August 22.

It was also agreed to accept an invitation from the Irish Medical Association to discuss matters of mutual interest arising out of a debate at the annual meeting of

the IMA. The President, Mr R. J. Semple, Dr Boles and Mr J. R. Miller were appointed to represent the Council.

Arising out of the House Committee Report, the Registrar stated that as a result of the new Regulations recently sanctioned by the Minister for Health, members and Licentiates who had not paid their annual subscriptions and fees by March 31 could be penalised. It was intended to send out a circular to this effect enclosing a copy of the Regulations, incorporating a warning to all concerned.

Surprise was expressed when the Registrar reported that the amount outstanding was approximately £3,000, due by Members, Licentiates, Assistants and Druggists for the year 1972. He said that as a result of increased fees a great number of balances were overdue.

Mr Corrigan said the Council had power to prosecute them for non-payment if they did not respond to the latest appeal.

Delay in confirmation of the new fees

The Registrar explained that because of a delay in obtaining confirmation of the proposed new fees from the Department of Health earlier this year, members did not get the usual notice indicating that the fees were due on January 1 last. Accordingly the Council had been a little more lenient this year but the people concerned were very slow in paying up.

Arising out of the Law Committee Report, a letter was received from the sales manager of Burroughs Wellcome and Co, Mr Fintan Molloy, reporting that Diconal was once again available on the Irish market. He explained that the company did not want to draw attention to the fact or give undue publicity to it but they would like pharmacists to know it was available on the Irish market, if prescribed.

Also arising out of this report, the Inspector, Mr Cummins, drew attention to a newspaper report that a two-year-old child had died following the accidental swallowing of Malathion. The pathologist, Dr Raymond O'Neill, had told an inquest in Cork on June 15 that the child had died after taking what he described as "a very deadly poison". A verdict was recorded that death was due to cardiac and respiratory failure following the taking of the pesticide, Malathion.

The Council urged that pharmacists should label this product as a scheduled poison. Even if traders failed to do so, pharmacists should display their higher degree of responsibility which their training afforded, by labelling the product in this manner.

When Dr Boles suggested that a recommendation should be sent to the Department to have the product listed as a scheduled poison, the President said that pharmacists were exercising voluntary control. He hoped that the death of this child would alert the Department to the urgent need for modern poisons legislation.

Legislation— 'the sooner the better'

Reporting on recommendations on behalf of the Practice of Pharmacy Committee in regard to Medicines' Legislation, Mr Walsh stated they all agreed that such legislation was necessary and that the sooner it was introduced the better. He thought the Council should urge on the Government that such legislation should be introduced in an over-all, unified manner; that there should be no attempt at piecemeal legislation as was the case frequently.

The main issue was that all drugs and other preparations coming within the general description of medicines, whether for human or animal use, should be licensed and supplied through pharmacies. Policy within the EEC was directed towards specifying the range of products and goods which pharmacists might stock or supply. Pharmacists would be responsible for the quality of medicines supplied, without in any way diminishing the responsibility which rested with the manufacturer.

It was recommended that in future all pharmacists should be registered and inspected by the Society, leading eventually to a system of licensing. The Society would continue to look after legal and educational matters as it had been doing for the past 100 years.

Regarding veterinary matters, Mr Walsh said the Committee had examined this "sensitive problem" in some detail and concluded that further consideration would be given to it. In the case of most antibiotics there was agreement that Schedule 2 control was most likely to achieve the desired result.

The Society might at some stage like to institute higher diplomas for specialised sectors of Hospital, Industry or Community pharmacy and it was suggested that some arrangement might be made with a University. The proposed Medicines' Board should be constituted mainly of experts and he thought the exact composition of the Board should be specified. In England the Commission had included five pharmacists. It was also envisaged that two laboratories would be set up; there should be a pharmaceutical control laboratory and eventually a clinical pharmacological laboratory.

Mr Eric Burrell paid tribute to Mr Walsh as chairman of the Committee on the manner in which he had guided them. He assured Mr Semple that the Post-Graduate Education Committee would get the full support of the Eastern Health Region in promoting future courses. The necessity lay in the fact that they were going into Europe and it would be vital to have a unified standard.

Regarding the appeal for funds to have a comprehensive survey of the profession carried out, he described it as "a clarion call", and asked: "How can we possibly

contemplate going into Europe when we do not know how Pharmacy stands in Ireland?". The proposed survey would help them to plan for pharmacy of the future and deserved the complete support of pharmacists.

Endorsing the appeal for support, Mr Walsh said that whatever chance they had of gaining support for their policies with facts, they had none without them. He asked those who had not already subscribed to do so immediately.

The President explained that the proposed survey would be basically related to the economics of professional pharmacy. This was more important than ever in a European situation where they could have a hard battle. It was not merely an academic exercise as the end product would be very much concerned with basic economics.

Dr Boles reported on the latest developments in regard to the operation of the new Health scheme in the Eastern Region and said there had been problems. It behoved pharmacists throughout the country to be vigilant, alert and attentive. One problem was the payment sheet which was very difficult to interpret and check. He thought it would be advisable to have meetings with the doctors in all regions to ensure a smoother working of the scheme. In areas in which such meetings had been held arrangements were working smoothly. In other areas certain difficulties had arisen which would require to be ironed out.

Removing misunderstandings at local levels

The President agreed that pharmacists not yet involved in the scheme should be alerted to the problems. The most important thing was contact with medical colleagues. By this means a harmonious relationship could be achieved. The best place to remove misunderstandings was at local level and he urged that consultations along these lines be held in areas in advance of the introduction of the scheme in the seven other regions. In addition, these regions would have the benefit of the experience acquired in the operation of the scheme in the Eastern Region and he invited all members to seek the advice of the negotiating committee which would be given freely to all seeking assistance.

On the suggestion of Mr Walsh it was agreed that the Practice of Pharmacy Committee should co-operate with the I.D.A. concerning V.A.T. with the view to applying to the Department for special exemption for medicines.

The President said he wished to convey the Council's best wishes to Mr William P. Shiel, Vevay Road, Bray, and his wife, also a pharmacist, on having re-opened their pharmacy which had been destroyed by fire recently. "We are glad to see them back in practice again", he said.

The Registrar said they would all be glad to learn that the Assistant Registrar, Mr Joe Cahill, had been successful in his final Bar examination.

The President said it gave him great pleasure to congratulate another young pharmacist, Mary Tracey, on winning the

British A.A. 800 metres' title. Congratulations were also due to the daughter of another pharmacist—Mrs Walsh—daughter of Dr Owen Dowling, MPSI, who had also distinguished herself in the recent British A.A. events.

Congratulations were also extended to Miss Dolores Doyle, a member of the office staff, on obtaining her B.A. Degree.

The Registrar appealed to all pharmacists wishing to attend the Pharmacy Congress in Tralee next October to book immediately as there was heavy demand.

Mr Emmet Kennelly confirmed that they had a considerable number of bookings to date. A number of companies had made reservations and the organisers were sending information and brochures to 1,100 pharmacists throughout the country so that it was advisable to lose no time in booking.

The President congratulated the Chairman and Director of the Post Graduate Education Committee following the reading of a report on its activities for the year. What pleased him most, he said, was the anxiety of members to have these courses put on for them. Since Mr Semple had taken over as chairman there had been an increase in the activities of the Committee.

Mr Semple said it was hoped to put on a course in pharmacology and physiology in Dublin in September or October. They would require about 30 or 40 pharmacists but he had no doubt the necessary demand would be there to justify it.

The Registrar reported on the deaths of Robert Couse, LPSI, Assistant, Edmund A. O'Callaghan, MPSI and Frank E. Priestman, LPSI.

The following were granted changes of names in the Register, having submitted their marriage certificates: Mrs Mary Kavanagh (see Nicholson), Assistant, Mrs Emer Moore (nee Kenny); Mrs Ann O'Flaherty (nee O'Neill), Assistant and Mrs Elizabeth Ryan (nee Crowley).

Nominated for membership were: Mary Brennan, LPSI, 129, Strand Road, Dublin 4; Michael Costello, LPSI, 3, St. Mary's Road, Dublin 4; Patrick J. Crowley, LPSI, Worthing, Sussex, England and Dermot P. T. Moran, LPSI, 18, Gladstone Street, Clonmel.

Elected to membership: Fergal V. Chambers, Henry Clarke, Eugene E. Flaherty, Humphrey Gibbs, Patrick Quigley, Joseph P. Twiggs.

Michael Costello, LPSI and Mrs Nora Keary (nee O'Connell), Assistant, were restored to the Registers.

Changes of address noted: Mr James J. Coffey, MPSI, to 35, Hillcourt Park, Glenageary, co Dublin, and Mr Patrick J. Crowley, MPSI, to 9, Sugden Road, Worthing, Sussex.

The Licence Certificates of the following were Signed and Sealed:— Thomas C. Geoghegan, Barna, Galway; Mary P. Heffernan, Rathordan House, Cashel, co Tipperary; John B. Loughman, 23, Gladstone Street, Clonmel, co Tipperary; Dermot P. T. Moran, 12, Gladstone Street, Clonmel, co Tipperary; Ann O'Loughlin, 468, Wood Park, Ballinteer, Dublin 14; and Mary E. Whiriskey, Ardahan, co Galway.

**Why bother to improve
the brand leader?**

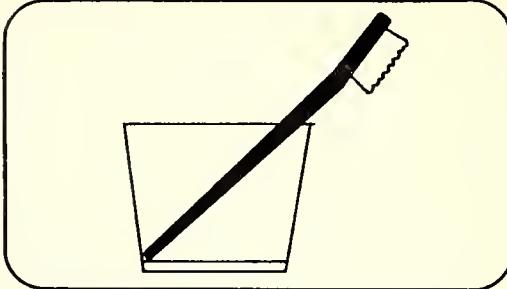


**Because MFP Fluoride
makes Colgate Dental Cream
the best decay preventing
toothpaste you can buy***

***Proved in 3 years of clinical trials to cut decay by up to 30%.**

Oral Hygiene

and dental care



Toothpaste from the inside

What sells toothpaste? Good display at point of sale, competitive pricing? These are but the vital finishing touches needed to move the product off the retailer's shelf and into the customer's shopping basket, so C&D has been finding out more about the marketing strategy that put the product on to the shelf in the first place—and the ploys that make sure it doesn't stay there.

Selling toothpaste is probably one of the most competitive activities in the whole of the toiletries business. The product's *raison d'être* must be to help the toothpaste clean teeth, and incidentally it will always improve mouth hygiene and reduce breath odours—the housewife knows this and she is unlikely to buy a brand that offers nothing more. After all, salt and water could claim as much.

Formulation comes second

So this is an area in which formulation is usually of secondary consideration (unless the laboratory hits on something revolutionary of course). First must come the placing of the product in its "segment" of the market. Will it be sold on its "medical" attributes, on freshness of breath, on the "special ingredient", on whiteness, or on family appeal? If there is a niche in the market open for exploitation, a product can in most cases be formulated that will live up to the claims of the "message".

The past year or so has seen many formulation changes as well known products are re-positioned in the market, either to take advantage of the new attitude to dental health that is beginning to gain momentum, or to head off the attack of competitive products whose "niche" has meant the drawing-off of sales.

A good example of a toothpaste that has "added" to its potential customers by a formulation change is **Colgate Dental Cream**. Now "plus MFP", its familiar "Ring of confidence" message is complemented in television commercials by a new health image. The final line of two current films runs: "Helps stop bad breath—toughens teeth".

It will be noted that the health note is not brought in until the end of the commercial—the stress is still on halitosis being undesirable socially, loss of a boyfriend being the fate of the girl sufferers (until they use CDC, of course!).

The need to keep the image constantly

up to date can be seen from the fact that Colgate claimed market leadership even with the old formula, on a figure of 30 per cent. With the new formula they achieved 33 per cent on test market in Tyne-Tees—not devastating, but in this competitive market, every percentage point has to be fought for.

The "MFP" in Colgate Dental Cream is an exclusive combination of ingredients including sodium monofluorophosphate, which has been tested independently in a three-year study of school children carried out by Guy's Hospital, London. The trial covered 1,489 children; one group used CDC with MFP exclusively during the trial period, one group used a toothpaste containing stannous fluoride, and a third group used an "ordinary" toothpaste. Use of the toothpaste was unsupervised, to discover the benefits obtainable under ordinary use conditions. The results were as follows:

Criterion	CDC with MFP	Stannous fluoride	Control
Reduction in new decayed, missing and filled teeth surfaces (against control)	%	18.1	14.5
Reduction in DFMS in erupting teeth only	%	30.3	22.8
Teeth showing staining	%	20.6	51.0
			23.2

The staining effect of stannous fluoride was, in fact, one of the reasons for seeking an alternative compound, and the result of the above trial shows clearly that discolouration is no greater than with a non-fluoride toothpaste. Also, stannous fluoride has a bitter taste which needs to be masked by heavy flavouring. The newer compound permits the retention of the original popular Colgate flavour.

Promotion for **Colgate Fluoride**—with a similar MPF formula—is aimed more directly at mothers of young children, and the product is therefore flavoured with child-appeal in mind.

Colgate estimate that nearly a quarter

of toothpaste sales are now in fluorides, as compared with only 4 per cent in 1971—and they obviously anticipate a further increase as CDC customers are numbered among the fluoride purchasers.

For **Signal 2**, it has also been more than just a question of adding fluoride to an existing brand. First and foremost, Signal is sold as a high quality family toothpaste with a first class abrasive system, flavour—and now fluoride. With its famous red stripe, it has a particularly strong appeal to children.

The appeal was strengthened in the relaunch of 1971 when the fluoride (sodium monofluorophosphate) formulation was introduced and since then the brand has enjoyed considerable success, running at number two in the market for five months it is claimed.

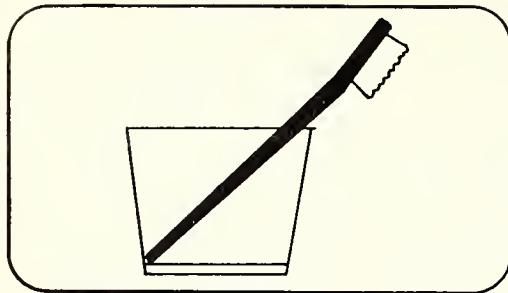
The decision to go all out for fluoride reflected the findings of 12 international clinical trials, that regular brushing of teeth with a fluoride toothpaste can reduce tooth decay in children by up to 30 per cent. The British Dental Association gave weight to these findings in its publicised views of the importance of fluoride and its statement that, "Research has shown beyond doubt that using a fluoride toothpaste helps to reduce dental decay in children".

Sodium monofluorophosphate is used in Signal 2 and again removes the limitations on the range of acceptable flavours that can be produced. Signal 2 will be able, therefore, to retain its "mild and minty" flavour which is believed important for family and especially children's use. The new formulation also maintains

Signal's high stain removal power with a low abrasion rating, essential for growing teeth.

However, Elida-Gibbs claim their success has been due not just to the inclusion of fluoride but to the logic of the complete Signal story—mild flavour, child appeal, stripes and "anti-decay" fluoride. The advertising is specifically aimed at mothers with young children. It shows in an understanding way that the fluoride formula can help solve the mothers' worry about her children's teeth when they eat so many sweet, sticky foods.

Beecham's Macleans brand has always
Continued on p 154



Toothpastes

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been in the "whiteness" sector of the market, and the relaunch last year as **Macleans Freshmint** and **Macleans White Fluoride** has been designed to reinforce this image. Both advertising and point-of-sale material have used the "snow-scene" approach and the latest television campaign uses a "lightning flash" device to emphasise the "lightning whitening" message. The company's research has shown how well consumers have accepted this traditional "whiteness" promise.

However, the Macleans brand has now moved strongly into the "therapeutic" sector as well, with the addition of sodium monofluorophosphate in the White Fluoride version. Beecham are currently adding their weight to the general campaign to convince the consumer of the clinical advantage of using a fluoride toothpaste. They have a new consumer leaflet which explains in simple terms the causes of dental decay—and how fluorides can help prevent it. This leaflet, is now being promoted to the dental profession for distribution in surgeries.

Elida-Gibbs major on the "fresh mouth" feeling with their **SR toothpaste**. "Startles your mouth alive", they say, promising the consumer the bonus of white teeth. They deliver the first promise by using a flavour, which the consumer tells them really does make her mouth feel fresh and clean. Whitening/cleaning is provided by a patented abrasive, Urium, which is said to be a very efficient cleaner and yet has very low enamel abrasion properties.

The current **Arctic Fresh SR** was the result of three years' intensive consumer testing in which a large number of flavours were tested against the major toothpaste brands until one was found which did particularly well on the freshening/whitening dimensions.

Kolynos Fluoride toothpaste contains a carefully controlled amount of sodium fluoride, a substance which has been successful as an additive to water supplies but also as a topical application to teeth.

International Chemical Co, the manufacturers, say it has been proved that soluble fluorides, applied to the surface of the teeth, strengthen the enamel against attack from acids by bacteria and regular use of the toothpaste, they say, increases the extent of protection achieved. Arguing against some other manufacturers, ICC oppose the original belief that a satisfactory toothpaste cannot be made with sodium fluoride, as the normal polishing

agents present in a toothpaste combine with fluoride and make it insoluble and so inactive. Their research has resulted in the discovery and patenting of a method of stabilising the fluoride and keeping it in an active form. The toothpaste they have produced, they claim, has been shown to be very effective.

Also manufactured by ICC is **Kolynos Super White** which is composed of glycerin, selected grades of calcium carbonate, a surface active agent, cellulose ether, a preservative and a flavouring essence. The cleansing agents have been chosen to cleanse and polish without damage to the teeth, adequate foam is obtained without the use of soap and the cream retains its foaming qualities even in hard water. The flavour is obtained from a blend of essential oils chosen for their freshness, flavour and stability with a flavour-booster which produces "sparkling freshness" in the mouth.

Super White was introduced to have a much greater appeal to the younger age group. The flavour is quite different from that of the original dental cream and emerged as the result of considerable laboratory testing. Tests were also carried out by independent research organisations. Big selling points are the cleansing action, the whiteness of texture, and the "delicious" flavour.

In addition ICC manufacture **Kolynos Chlorophyll** which apart from cleaning and whitening the teeth, gives extra protection by helping in the prevention of decay and common gum disorders. The chlorophyll is claimed also to help deodorise the mouth and keep the breath fresh.

Few toothpastes have been launched with so much emphasis on the formulation as **Close-Up**. This is positioned in the large fresh breath/social confidence sector. The ingredients story is totally summed up in "Today's News", a 4-p tabloid newspaper on the product which was distributed to over 15 million homes as part of the launch campaign:—

"... blending two new cleaning elements—Gasil 200 and Gasil 23—with glycerin and sorbitol. Together they give you whiter teeth, fresher breath and that unique texture.

"Close-Up's red gel makes it stand out from the rest immediately, but it's Close-Up's remarkable medicated flavour, which the laboratory scientists developed using cinnamon and wintergreen, that really makes people switch to this toothpaste."

The Gasils are refined silica derivatives, and are said to be among the most effective cleaning and polishing agents. They have the same refractive index as the product's humectant system, which enables the paste to be formulated as a translucent gel. The red colour is designed to fit the "hot/antiseptic" flavour—which has menthol in addition to the above ingredients.

Elida-Gibbs admit that the toothpaste is one that many people will detest—but therein lies its market strength. Those who do like Close-Up are strongly for its flavour; they are certain of their intention to continue to purchase, research has shown, and in the toothpaste market regular users who will not be distracted by

competitors' offers are important to give the brand a solid foundation.

Nevertheless, the company are also trying out a green version of Close-Up—with "strong natural peppermint"—in the Midlands ITV area.

However, Close-Up claims yet another unusual feature in that it has not only captured customers from other brands—it has actually increased the market, a phenomenon noted both here and in the United States.

Chemists, of course, have had available a product with the love-it or hate-it image for many years—**Euthymol**. Again it is pink and antiseptic and has a unique and acquired taste. The product still maintains the original formula, comprising abrasive, foaming agent, thickening agent, humectant, plasticiser, stabiliser, preservatives and the special aromatic flavour and antiseptics.

Again also, the makers find that consumers who use the product usually show extreme brand loyalty. They are concerned with marketing Euthymol for a minority of toothpaste users who want something different.

"It would not appear profitable, therefore, to mount heavyweight promotional campaigns for using television and other popular consumer advertising and promotional media, in the same way as the market leaders", say the company. They rely instead on professional recommendation by dentists and pharmacists, backed by small "in-store" displays. For this reason the product is kept "chemist-only".

A specialist product is **Clinomyl Smokers' toothpaste** which claims to "help keep teeth free from tobacco and other stains without harsh abrasive action". Constituents backing this claim are a patented form of anhydrous aluminium silicate (Polynam) and silicone. The Polynam is composed of regularly shaped particles, giving consistent results in stain removal, while the silicone forms a film to prevent build-up of stains—the low foaming properties of the paste ensure good contact of silicone with the tooth surface. A strong peppermint and menthol taste is provided, smokers' palates often have a low sensitivity!

Not all toothpastes start with the marketing concept, however. One notable exception is **Sensodyne**, which is formulated to treat a specific condition—dental hypersensitivity.

Sensitive teeth are normally recognised by their reaction to hot/cold, or sweet/sour liquids and substances, which when in contact with the teeth cause pain. People suffer from dental hypersensitivity for various reasons. One cause is faulty brushing or other abrasion which wears away enamel at the side of the tooth crowns. Alternatively gum disease and the normal ageing process causes gums to recede which can cause the condition.

Sensodyne is to be used as a treatment for sensitive teeth. It contains a unique painkilling ingredient, strontium chloride, which is coupled with carefully selected abrasives and masked by a combination of spearmint and cinnamon flavours.

With regular use a cumulative resistance is built up, and the toothpaste is continued on p 157

Macleans give you something to smile about



Freshmint & White Fluoride—No 1 in chemists

Chemists. If it was your mouth that was ulcerated, which gel would you choose?

Choline Salicylate.....	8.7%
Cetalkonium	
Chloride.....	0.01%
Alcohol (95%).....	39.0%
Menthol.....	0.057%
Glycerin.....	4.6%

Other well-known ulcer gel formula

Benzocaine.....	2.0%
Sodium Ricinoleate.....	0.1%
Chloroxylenol.....	0.1%
Clove Oil.....	0.1%
Myrrh.....	0.1%
Glycerin.....	10.0%
Carboxymethyl- cellulose.....	2.0%
Rectified Spirit (90% Alcohol)	30.0%

Rinstead Gel formula



White Laboratories Ltd.,
London, S.E.15.

Toothpastes

concluded from p 154

ance to hypersensitivity is built up, it is claimed. But Sensodyne is as effective as any other dentifrice for cleaning the teeth, so that it doubles as a sensitivity treatment and a regular toothpaste.

Very much a specialist product—in fact, depending for sales upon professional recommendation—is **Si-Ko toothpaste**. The reason is that few customers will realise that they require this “anti-alkaline” formula which is designed for the minority of people who suffer from “a shortage of acid” in the saliva. The excess alkali, the makers say, encourages rapid tartar formation and this is encouraged by the insoluble abrasives in conventional toothpastes. Si-Ko contains silica-hydroglycer-gel, cream of tartar, sodium fluoride, emulsifying agents, buffers, and essential oils, resulting in a pH of 3.8.

Children's formulations

Probably the most important formulation in the whole market is the toothpaste intended for children. Not only must this perform its job efficiently, but it must be capable of starting off a lifelong “brusher”—rejection of the process by the young child could be a disaster so far as his future dental health is concerned.

The most widely known children's toothpaste, is *Punch & Judy*, which is claimed also to be the most tried toothpaste.

The product contains humectants to prevent the paste from drying. The abrasive is a chalk, chosen because it has a relatively low particle size, and therefore a low level of abrasiveness on the teeth. Surface active material combines a mild flavour with a foaming agent. *Punch & Judy* also contains a small amount of saccharin—it does not contain sugar—and food-approved dyestuffs and flavours chosen for their acceptability to children (strawberry, raspberry, orange). It does not contain the antiseptics or germicides found in adult toothpastes.

The formulation is a combination of ingredients which are gentle but effective on the vulnerable first teeth, but which at the same time are designed to appeal to children.

Philosophy of the brand can best be summed up by the advertising copy line: “A little bit of fun makes a lot of sense”.

As can be seen, it is only the “specialist” products that leave room for selling on a professional basis—though the latest competitive claims of the fluorides may lead to customers’ questions. For the rest, the strategy of market positioning by the manufacturer must be the prime factor in selling at the retail end.

Indeed, without retailer co-operation this strategy can come to nothing. For a product being sold on its “message”, point-of-sale tie up with the current campaigns is essential—a lesson that the grocers learned and profited by a long time ago. It means that the latest display material for toothpaste is not mere “clutter”. Combined with competitive pricing, it is the only means of bringing sales back into the pharmacy.

Treatment of oral ulceration

1 The condition

By K. T. Lalvani, BPharm, MPS, DBA, PhD, Research Director, Antibiotics and Vitamins Ltd

Recurrent aphthous ulceration is a common condition in which the subject develops an ulcer, or a small crop of ulcers in the mouth, several times a year.

The aetiology is still unknown. Various factors have been suggested—though without convincing evidence—such as mental stress, allergy, endocrine, vitamin deficiency, indigestion and local trauma.

These factors cannot be the sole cause of oral ulceration, however, because they only result in ulceration in persons prone to develop the condition. It seems rather, that the tissues themselves are somehow susceptible and the factors trigger the response. The majority of sufferers belong to the over-twenty age group, with women being more often affected than men, especially when they are menopausal.

Denture sore mouth and angular stomatitis (ulceration at the angles of the mouth) is almost always a fungal (candidal) infection, yet many patients are served by the pharmacist with an antibacterial over-the-counter product which is ineffective in these conditions.

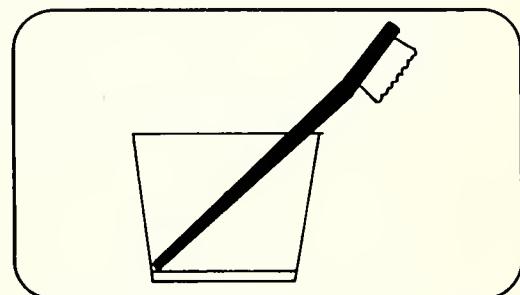
Various treatments have been recommended for oral ulceration without complete satisfaction. Many medical articles and textbooks covering the subject conclude in more or less the words used by Professor S. C. Truelove, of the University of Oxford, in Diseases of the Digestive System 1972: “Many forms of treatment have been used for recurrent aphthous ulceration, but most of them have been shown to be useless.”

Limitations

Some authors claim up to 50 per cent successes from local use of steroids and antibiotics but these have their own limitations. Local antibiotics can cause sensitivity reactions or may give rise to fungal infection by impairing the balance of oral flora. Steroids, being anti-inflammatory agents, promote rapid healing but prove ineffective in bacterial infection and may even cause complications in candidal ulcers.

Steroids and antibiotics, however effective, are prescription items and therefore cannot be recommended by the pharmacist. Yet it is the pharmacist who deals with up to 80 per cent of oral ulcer patients, the majority of whom ask for his informed opinion. Indeed, oral ulceration is among few ailments in which national advertising appears to gain a little ground for the product manufacturer or merchandiser.

I believe strongly that unless a customer



asks for a specific brand, the pharmacist should recommend a product in which he himself has confidence. This confidence may best be developed by the pharmacist carrying out his own efficacy “trials”, suggesting a few selected products and discussing the effect with the customer later.

Through such an approach, the retail pharmacist can demonstrate the advantages of professional recommendation to the customer, advantages not available at the supermarket.

2 The products

There are many preparations on the pharmacist's shelves for the treatment of oral ulcer discomfort, and their very variety indicates that there is more than one opinion on how the problem should be approached. Below *C&D* gives a selection of the formulas and claims, product by product.

Rinstead pastilles and gel

Pastilles contain myrrh, menthol, chloroxylenol, phenolphthalein, sodium ricinoleate, tartaric acid and thymol. They are designed to relieve and help to heal mouth sores, allowing long-lasting bathing of the painful surfaces with soothing and healing medicaments. Pleasant tasting and convenient, they are claimed to give quick, sustained and refreshing relief.

Advertising is based on the content of many soothing ingredients that do much to relieve a sore mouth. In particular, menthol to cool; chloroxylenol to help counteract bacteria; and sodium ricinoleate, an established dental antiseptic.

Dosage is one pastille dissolved slowly in the mouth about every two hours. For best relief, the pastille to be placed near the painful spot.

Gel contains sodium ricinoleate, benzocaine, parachlorometaxylenol, clove oil, tincture of myrrh, rectified spirit, sodium carboxymethylcellulose and glycerin.

The gel relieves pain of mouth ulcers and other sores quickly and covers ulcers with a protecting coat of soothing anti-septic ingredients to promote healing.

Applied to sore area with clean finger or swab, up to six times a day.

During July, White Laboratories repre-
continued on p 159

THE ONLY PELLETS* WITH COMBINED BACTERIOSTATIC AND FUNGISTATIC ACTION

ORALCER® THE SLOW RELEASE PELLETS FOR MOUTH ULCERS

The
First
Genuinely
Effective
Therapy
even
for
the most
severe
&
persistent
oral
ulcerations

You Alone Can Judge
AFTER TRYING
IN CASES
WHERE OTHER
TREATMENT
HAS FAILED

Retail Price: 20p.
Trade: 15p. (£1.80 doz.)

Bonus offer of 2 tubes
on a 2 doz. slim display
outer.

From local
Wholesaler or
direct from us



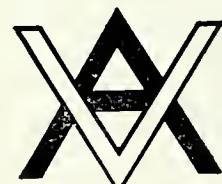
ANTIBIOTICS & VITAMINS LTD.

Parkar House, Beresford Avenue,
Wembley, Middx.

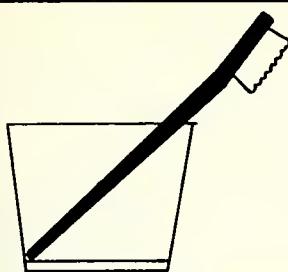
Distributors for Republic of Eire:
Boileau & Boyd Ltd, 82 Thomas Street, Dublin 8.

Phone 01-903 5541

Telex 923810



® Oralcer is a registered Trade Mark
* British Patent No. 1154427



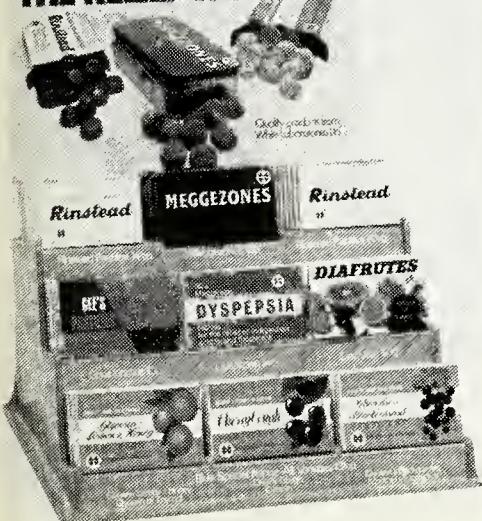
Ulcer treatments

continued from p 157

representatives have begun to introduce a new display unit featuring Rinstead pastilles in particular. The unit has been designed to enable the chemist to display attractively on his counter some of the company's main pastille products. However, the light blue plastic unit takes up a minimal counter space, the base dimensions being only $12\frac{1}{2} \times 12\frac{1}{2}$ in. This nevertheless allows nine facings of pastilles (a total of 36 packs) and in addition there is room under the unit for three dozen spare packets for re-filling.

It is expected that counter display for Rinstead pastilles will lead to impulse purchases by the large section of the population who suffer from mouth ulcers but who do not yet take action to relieve the pain. It is estimated that approximately

THE RELIEF WORKERS



50 per cent of the population suffer from some type of mouth trouble and that less than half of these currently obtain any type of remedy from the chemist, say White Laboratories. This counter display provides the necessary support to the newspaper and magazine advertising being conducted on both pastilles and gel.

Makers: White Laboratories Ltd, Penarth Street, London SE15 1TR.

Anbesol

Developed to bring effective and speedy relief to mouth ulcer sufferers. It is a new formula containing a local anaesthetic (lignocaine hydrochloride) plus two antiseptics (chlorocresol and cetylpyridinium chloride).

Also relieves irritation and pain caused by teething, wisdom teeth and almost any soreness inside or around the mouth; easy to apply being in liquid form.

A panel of 14 dental practices was supplied with samples and 40 patients took part in trials to assess the effect on mouth ulcers, denture sore spots, teething pain and isolated gingivitis. The panel reported that patients suffering from painful mouth ulcers and gingivitis gave the most accurate guide to the effective period of relief.

In group A (aphthous ulcers) 55.5 per cent obtained complete relief and 33.3 per cent partial relief. In group B (denture sores) 36.2 per cent obtained complete relief and 62.0 per cent partial relief. In group C (teething pain) 80 per cent obtained complete relief and 10.5 per cent partial relief.

Press advertising will continue throughout the coming months, using "reader" advertisements in national newspapers such as the *Daily Mirror*, *Sun*, *News of the World* and *Reveille*.

Makers: International Chemical Company Ltd, 11 Chenies Street, London WC1E 7ET.

Oralcer

The only o-t-c product in the form of pellets and the only pellets with combined bacteriostatic and fungistatic action. Covered by British patent.

The pharmacist, inventor, Dr Lalvani, came to the conclusion during retail practice that an effective oral ulcer therapy should

- Be in a pellet form to be placed easily at the site of the ulcer
- Disintegrate slowly for prolonged action
- Have a broad spectrum of bacteriostatic and fungistatic action
- Be non-sensitising, safe and palatable
- Be both a prescription and an o-t-c product.

Oralcer is designed to conform to those requirements, containing vitamin C to add to the rapid healing, antiseptic action of 5-chloro-8-hydroxy-7-iodoquinoline. The product is claimed to have proved of significant therapeutic value in the rapid healing recurrent oral ulcerations.

Indications are major and minor recurrent oral ulcers, ulceration of gums caused by dentures, candidiasis and glossitis.

Free samples are offered to pharmacists to try in cases where other treatment has failed.

Makers: Antibiotics & Vitamins Ltd, Parkar House, Beresford Avenue, Wembley, Middlesex.

Oraldene

Pleasantly-flavoured red solution containing 0.1 per cent hexetidine.

Healing can be delayed by the presence of organisms, saliva and debris and for this reason, oral hygiene plays an important part in treatment. Oraldene is antifungal and antibacterial and has a marked affinity for the oral mucous membrane and dental plaque. Activity therefore remains localised and a single rinse is effective for up to 8 hours. It also has a soothing effect which brings rapid comfort to the patient.

Indicated for conditions such as gingivitis, aphthous ulcers, pyorrhoea, traumatic ulcers, stomatitis and halitosis. Also oral



thrush in infants and in geriatric nursing, and treatment of sore throat.

15ml should be rinsed around the mouth for at least 30 seconds two or three times a day or more if necessary; should be used undiluted.

In 1971 the makers conducted two surveys. Over 1,300 doctors completed and reported on the use of Oraldene in nearly 3,500 patients. The percentage of good results obtained for some of the more frequently occurring indications was usually over 60 and sometimes nearly 70.

The dental survey involved over 1,000 dentists and 2,500 patients, and the indications reported on and the success rate achieved were similar.

Makers: William R. Warner & Co Ltd, Chestnut Avenue, Eastleigh, Hants.

Medijel

Medijel is based on a unique formula which has as active ingredients a local anaesthetic (lignocaine hydrochloride), a penetrating agent to allow the anaesthetic to penetrate the mucosa (hydroxypolyethoxydodecane) and two antiseptics (aminacrine hydrochloride and domiphen bromide) against Gram negative and Gram positive bacteria. The base has been formulated to adhere to the afflicted area to provide a degree of protection.

Available in gel or soft pastille form. The composition is the same but allows the sufferer to choose between a direct application with the gel and the more discreet application of a pastille.

Reduces inflammation and ensures that there is no chance of infection or re-infection of a partially-cured ulcer.

When an ulcer is caused by an external agent such as chafing or actual puncture of the buccal membrane, aids rapid healing in that reduction of pain means that the sufferer is not tempted to touch the affected area with his tongue and thereby cause further inflammation.

Available in display outers and in a one-dozen dispenser unit which can be attached to the wall or to the cash register.

Because of the formulation the treatment can be repeated as often as is required without toxic reaction.

Makers: DDD Co Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.

Dentosine

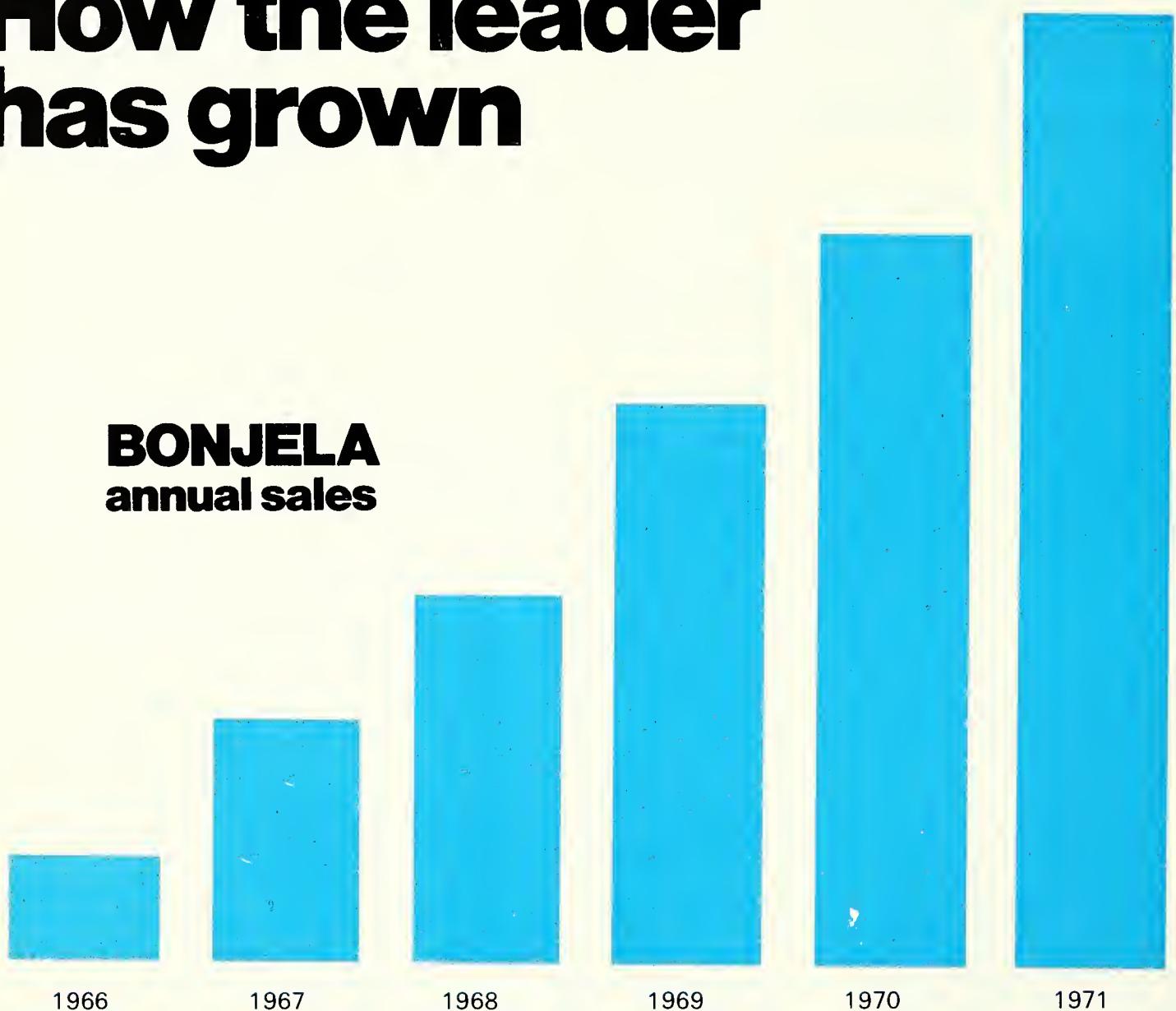
Astringent, anaesthetic and analgesic containing phenol, tannic acid, krameria and witch hazel.

The ingredients have a local anaesthetic

continued on p 161

How the leader has grown

BONJELA
annual sales



Bonjela's sales have shown substantial growth every year since it was introduced. Today, it is the most widely used treatment for painful mouth lesions. You probably already stock it to fill doctors' prescriptions. Now that it's available on E.C.14, dentists will be prescribing it too. So it makes sense to make Bonjela your No. 1 counter recommendation for:

***mouth ulcers
*baby's teething**

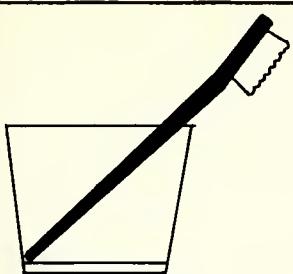
***denture soreness
*cold sores**

Available in 10g tubes, trade price 16p, retail price 22p (exempt from P.T.)

**Recommend and display
the brand leader**



Lloyds' Pharmaceuticals Ltd., 103 Mount Street, London, W1



Ulcer treatments

continued from p 159

effect and reduce the pain as well as being mildly antiseptic and leaving a pleasant, fresh, clean taste in the mouth.

Used as a daily mouth wash or antiseptic gargle, for bad breath and taste, one part to 10 parts of water should be used for rinsing the mouth. The same strength is suggested for sore and bleeding gums to harden them to greater resistance. For mouth ulcers can be used undiluted soaked into cotton wool and placed against the ulcer, leaving it there for about one minute. Also indicated for hygiene after tooth extraction, but it is recommended that this should not be done for 12 hours after extraction then the mouth should be rinsed with diluted Dentosine every two hours.

At the request of stockists local dentists will be sent a professional sample quoting the chemist as stockists. The sample is sent with a supply of dental appointment cards to the dentist concerned.

Makers: Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Wors.

Mulcets

Tablets providing a local action in the mouth to clear infection and promote healing of ulcers. Each tablet contains cetylpyridinium chloride 1mg and ascorbic acid 25 mg. Cetylpyridinium chloride is widely used as an antiseptic in the treatment of mouth and throat infections. In addition to treating the secondary infection commonly associated with mouth ulcers, it acts as an aid to healing by preventing the onset of further infection.



One tablet should be allowed to dissolve in the ulcerated area every two to three hours as required.

Makers: Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP.



Bonjela

The maker's view of the mouth ulcer condition is that since the mouth is very well endowed with pain nerve endings, the pain of mouth ulcers is frequently out of

all proportion to their size. Consequently a small ulcer, which in other terms would be considered trivial, nevertheless causes considerable discomfort. The prime need in treatment, therefore, is for effective and rapid relief of pain by means of a simple therapy, such as a topical application.

Bonjela contains choline salicylate and cetalkonium chloride in a gel base. Choline salicylate is a highly soluble and non-irritant salt of salicylic acid with powerful analgesic and anti-inflammatory properties. Unlike aspirin, it can be applied direct to mucous membranes without causing irritation. Cetalkonium chloride is a wide spectrum bactericidal agent, which also has surface acting properties. As well as reducing the risk of infection in mouth ulcers, it lowers surface tension, thereby facilitating the contact of choline salicylate with the ulcer. Also contains alcohol, menthol and glycerin.

The product, which is applied three or four times daily, has been the subject of clinical trials, both for ulcerative conditions of the mouth and for infant teething.

Bonjela is an "ethical" pharmaceutical, prescribable on Forms EC10 and EC14 (it is included in the Dental Formulary) but it is also available for purchase without a prescription. Being an "ethical", no promotional point of sale display material is available other than a display outer. Makers: Lloyds Pharmaceuticals Ltd, 103 Mount Street, London W1.

The prevention of dental caries

The use of fluorides is the main public health measure available at present for the prevention of dental caries, and even that is not totally effective, a World Health Organisation scientific group has concluded.

The group's assessment of existing and prospective caries prevention measures is summarised in this month's issue of *WHO Chronicle*, from which the following is an extract.

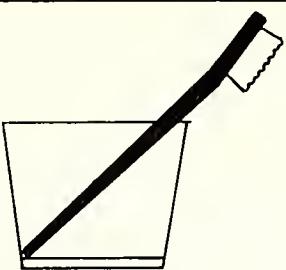
Owing to the high cost of dental treatment and the shortage of dentists, the worldwide problem of dental caries can be controlled only by preventive measures that reduce the prevalence of the disease.

Not only the factors conducive to tooth decay but also those promoting resistance to it are susceptible to environmental influences and to social and economic conditions. The disease does not occur in the absence of bacteria, and it requires the presence of fermentable carbohydrates in the oral cavity. Sucrose plays a prominent rôle because it is not only fermentable to acid but also readily polymerised to insoluble glucan, which affects the composition of dental plaque. The causative

rôle of *Streptococcus mutans* has been confirmed, and colonisation of the tooth surface by cariogenic organisms is an essential precursor to demineralisation of the underlying enamel.

Resistance to caries may reside in the structure and composition of the teeth, in the oral environment, and in systemic factors. The surface configuration of the teeth is known to affect their ability to resist the onset and progress of caries, and increasing the fluoride content of the enamel increases the resistance to demineralising influences. Other factors such as the permeability and the trace element content of the enamel are considered to be of possible importance to the resistance of the tooth, as are variations in the nature of the organic-inorganic bond within the tooth substance. Saliva may influence the oral environment through such factors as buffering capacity and hydrogen ion concentration as well as by the action of the salivary enzymes, of antibodies, and of substances with a high molecular weight that contribute to dental plaque formation. Resistance to caries may also be modified by genetic factors, prenatal and postnatal maternal influences, nutrition, and general metabolic functions.

continued on p 162



Caries

continued from p 161

Finally, consideration must be given to external environmental factors such as the presence of trace elements in soil, water, and food and the acidity or alkalinity of soil. Socio-economic conditions, too, are very important, notably because of their effect on diet and health practices.

The ultimate goal of research—the complete eradication of dental caries—is unlikely to be attained in the foreseeable future. A more practical aim is the progressive reduction of prevalence, an objective that calls for the use of a combination of methods rather than any single form of preventive therapy.

Fluoride

The use of fluoride in various forms is the most effective method available for increasing the resistance of teeth to decay, but many communities and health authorities are still not exploiting this measure to the fullest extent. Fluoridation is most conveniently carried out by the addition of fluoride to the public water supply in those areas where the natural levels of fluorine are low. In the absence of a reticulated water supply system, other methods can be adopted. Salt, for instance, can be fluoridated cheaply, and several studies in Europe and Latin America have shown that the method is effective, but further research is needed to establish the amount of fluoride to be added. The fluoridation of school water supplies or the administration of fluoride tablets to schoolchildren is a safe and effective method, provided that the fluoride intake is properly controlled. Again provided that the school authorities co-operate, either mouth rinsing or brushing of teeth with fluoride solutions can be recommended as a simple, inexpensive, and practical procedure. However, if it is to

be effective, both the technique and the frequency should be carefully controlled and the results monitored by periodic epidemiological studies on selected samples. Children should be educated to continue to use these methods after they leave school.

The incidence of dental caries can be reduced by the direct application of fluoride solutions to the clean surfaces of the teeth. Such treatment is time-consuming, relatively expensive, and difficult to administer on a public health scale, but it could usefully form part of the regular treatment procedures for children and young adults. Topical applications of fluoride solutions by trained auxiliaries should be incorporated into public dental programmes when facilities are available.

Clinical and laboratory experiments are being made with other vehicles, such as adhesive varnishes, for applying fluoride to the surface of the teeth in a form that both lasts and promotes the uptake of fluoride by the enamel.

Various brands of fluoride toothpaste are marketed in many countries. Clinical trials have shown that the regular use of some of them has a beneficial effect, although the extent of protection may depend on the technique used for brushing the teeth as well as on the regularity of brushing.

The precise action of fluoride is at present unknown, and further research is needed to explain it. For instance, the effect of fluoride on microbial metabolism within the plaque requires elucidation, and the possible existence of an optimum level of fluoride in the enamel must be established. Moreover, an attempt should be made to explain why fluoridation, in spite of its undoubted benefits, does not give total protection.

Phosphate

Phosphate may exert a beneficial effect on teeth either by buffering the acid produced in the plaque or by facilitating the remineralisation of a damaged tooth surface. However, the action of this radical is not as yet understood, and there is at present no convincing evidence that the addition of phosphate to sugar or other foodstuffs will reduce the incidence of caries. Carefully controlled clinical trials are needed to clarify whether phosphates should be investigated further as aids to caries prevention and to determine whether

their prolonged ingestion has any adverse systemic effects.

Promising results have been reported in the use of adhesive sealing materials to occlude pits and fissures in teeth, thus preventing the formation of caries. The cost of using the procedure in public health programmes has not yet been determined, however, nor its efficacy evaluated. An attempt should be made to find even better sealing materials, which will form stronger bonds with the tooth enamel, preferably without requiring a preliminary etching of the surface.

Of great potential importance in caries prevention is the topical application of antiseptics or antibiotics. In experimental animals the disease has been almost completely inhibited by this means. As yet, no anti-microbial agent can be recommended for use in human beings, and long-term trials of various agents are needed to determine their range of activity against oral microflora.

Enzymes

Experiments have been conducted on the use of enzymes to inhibit the cariogenic activity of bacteria by interfering with their metabolic processes. Dextranase especially has been studied, since it is thought that by blocking the formation of dextran the amount of plaque and its adhesiveness to enamel could be reduced. The results of the experiments have been encouraging, but satisfactory methods of transporting the enzyme to the target area and maintaining it there have yet to be perfected. Moreover, it will be necessary to identify the enzymes that interfere with the accumulation of plaque and to conduct more detailed research into the activity of many enzymes.

The prospect of preventing caries by immunization is attractive, and positive results have been obtained in experiments with antistreptococcal vaccines in monkeys. However, many problems must be overcome before a suitable vaccine can be developed for use in human beings. From the theoretical point of view, it is difficult to understand how the antibodies produced by the vaccine can reach the site of a lesion on the tooth surface, and the results obtained in non-human primates cannot be explained. None the less, they encourage the belief that immunisation against caries in human beings is practicable, and research towards this end should be energetically pursued.

Personal oral hygiene is an important factor in oral health, but its efficacy in the prevention of caries should not be over-emphasised. Brushing the teeth is effective only to the extent that it is able to control the accumulation and retention of plaque. It should not be regarded in isolation as a preventive measure against caries.

While every effort should be made to exploit existing methods of prevention, it is likely that the prevalence of dental caries will be substantially reduced only when research provides additional preventive measures applicable on a mass scale.

WHO Chronicle is available from HM Stationery Office, price £0.20.

Dentists tell your customers about

SI-KO

toothpaste - to combat tartar

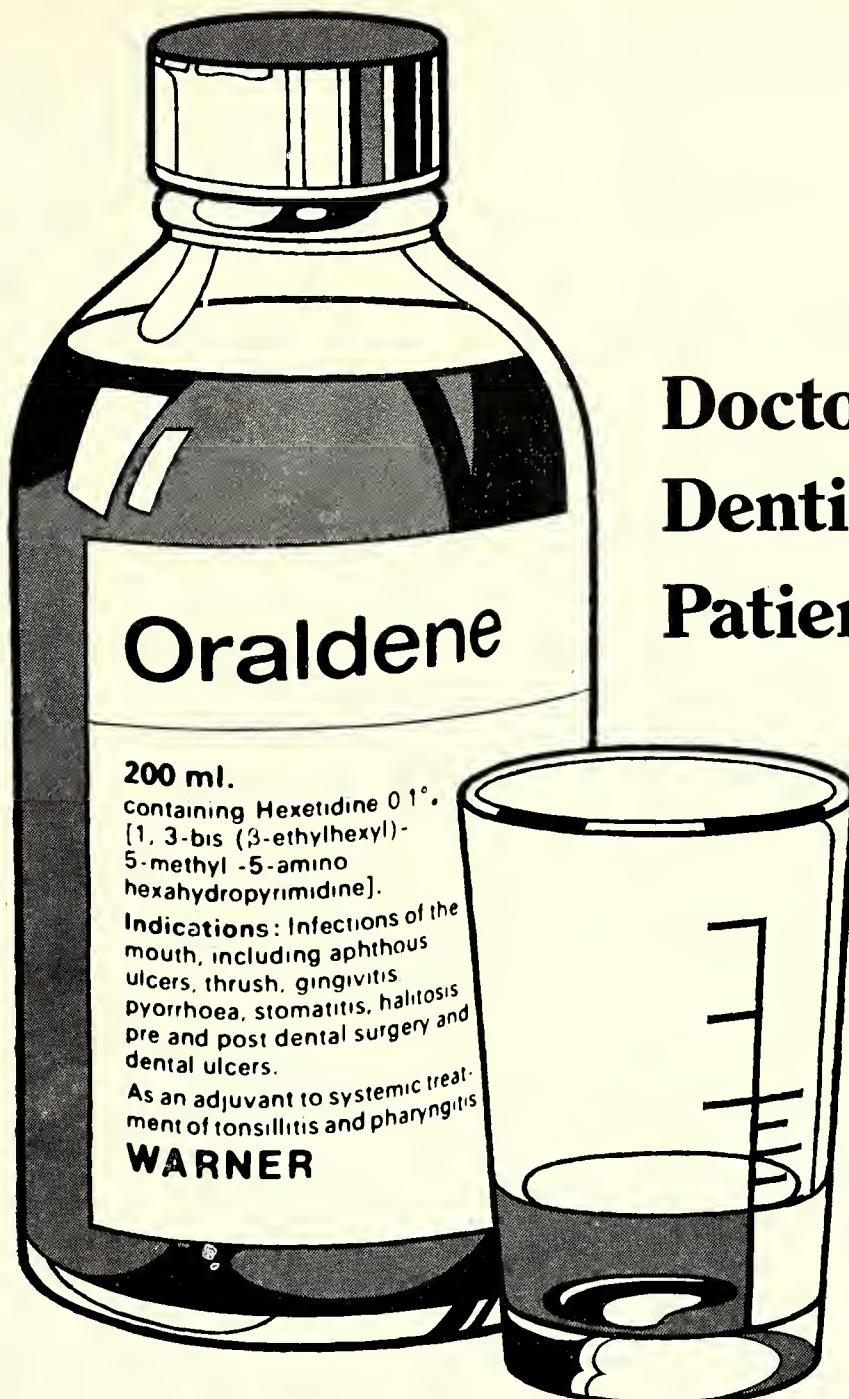
DENTEC

chewing tablets - to prevent caries

Both from leading wholesalers

P. A. Danning Limited

316b Richmond Road, Twickenham, TW1 2PE



**Doctors like it
Dentists like it
Patients like it**

Only you can sell it

Oraldene

A single rinse with Oraldene gives 8-hour antibacterial and antifungal activity in the mouth because Oraldene has a marked affinity for oral mucous membrane and dental plaque. Once adsorbed onto the tissues, it is not easily removed. Oraldene is an effective and soothing treatment for all common mouth infections, including thrush, gingivitis and aphthous ulcers. It is also widely used in the treatment of sore throats. Full information and display materials available from:

William R. Warner & Co Limited, Eastleigh, Hampshire. Telephone Eastleigh 3131



A chemist only product

Design challenge for toothbrush manufacturers

By C. H. Miller

The first evidence of the modern toothbrush on the records of the Science Museum Library refers to toothbrushes being available in France in the 17th century and in Germany in the early 18th century. It would therefore appear that France can claim to be the first makers of the modern toothbrush.

For over 150 years, the toothbrush industry in the world expanded, making an ever increasing variety of shapes and sizes. These brushes were made mainly of bone handles and real bristle but very cheap brushes were made from materials such as white Mexican fibre. With the advent of plastic, the bone handle, for all intents and purposes, has disappeared from the market. The other big change has been that whereas all toothbrushes were hand-drawn, they are today mainly filled by automatic machines.

Stalin, who had such an effect on so many million people's lives, also affected the toothbrush industry. During his campaign in the early 1930s, he wished to drive the Soviet peasants into collective farms. To overcome their resistance, he adopted ruthless methods, his principal weapon being starvation.

It has been estimated that there were about 50 million good semi-wild boars and hogs, and these animals supplied the brush trade with very fine raw material. In fact, bristle from Russia was one of the main sources of supply for toothbrushes. The peasants in their struggle killed these animals in order to survive. It was thus fortunate that artificial filaments became available at the end of the 1930s to fill the gap in supply for the toothbrush industry. It is probably a sad thought that if everybody in the world wished to use real bristle toothbrush there would not be sufficient supply to meet such a demand.

It has always been a wish of the toothbrush industry to design a perfect toothbrush, but unfortunately the industry faces a variety of problems. The mouth of every consumer is different to some degree. In fact, I think it is claimed that there would be 50,000 basic differences in tooth formation, and every consumer has his own ideas on how he should brush his teeth.

There is a variety of opinions about the routine of brushing, though the most important is probably that the pressure exerted by the consumer when brushing is different. Because of pressure differences, a medium toothbrush could have the effect of a hard one; while a person using only very light pressure with a hard

brush could have the effect of using a brush of less strength.

Throughout the world, dentists cannot agree on the ideal type of toothbrush for use, some favour two-row, some favour tuffed heads and others rounded heads. All these various requirements present a variety of permutations in the manufacture of toothbrushes. Toothbrush manufacturers endeavour to design a wide variety of toothbrushes with various materials. Where a consumer has sensitive gums,

'The public still tend to think that a toothbrush should last longer than their teeth, perhaps that is why, at times, they do'

manufacturers design toothbrushes possibly of badger hair which play their part in dental care.

It is often thought that the shorthead toothbrush is a modern design, but it is interesting to note that some of the brushes made for King George IV and still in existence are of basically similar design to the shorthead toothbrush made today. Because of the immense development that took place in the Victorian age, there was even a greater variety of toothbrushes made at that time.

It is true to say that very little new design is ever brought on the market in

the toothbrush industry. Many brushes claimed as new can be traced to a much earlier period of development—for example, the angled toothbrush was first invented by Dr Wessler of Stockholm University in 1906, the patent rights having been acquired by an English company which has manufactured this brush since that date.

Chemists have their problems in satisfying the needs of their customers. The public should always look to the chemists as professional men to give them the best advice on dental care. Therefore the first essential for chemists is to keep as wide a range of toothbrushes as possible.

One of the worst misconceptions today is that all you have to do in theory is to buy a toothbrush to clean your teeth. Using the wrong toothbrush can cause harm to the teeth. It is important that members of the public use the right texture of toothbrush for their teeth, but advice may or may not be given by the dentist.

From the statistics available to the trade, the consumption of toothbrushes still represents less than one toothbrush per person a year. It is therefore obvious that the public are far from being educated to brush their teeth first thing in the morning, last thing at night and preferably after each meal.

The toothbrush should not be kept in use after its effective life. This is of particular importance in the case of nylon brushes which tend to splay out after excessive use. The life of any toothbrush varies according to the amount of brushing and the pressure applied to the brush, although a normal replacement period would be after three months' service. It seems strange that despite years of dental education in schools and in the Press, the public still tend to think that a toothbrush should last longer than their teeth, perhaps that is why, at times, they do.

But when the public fail to carry out the toothbrushing drill and lose their teeth, toothbrush manufacturers still continued to give service to the public by supplying a variety of special brushes for their dentures.

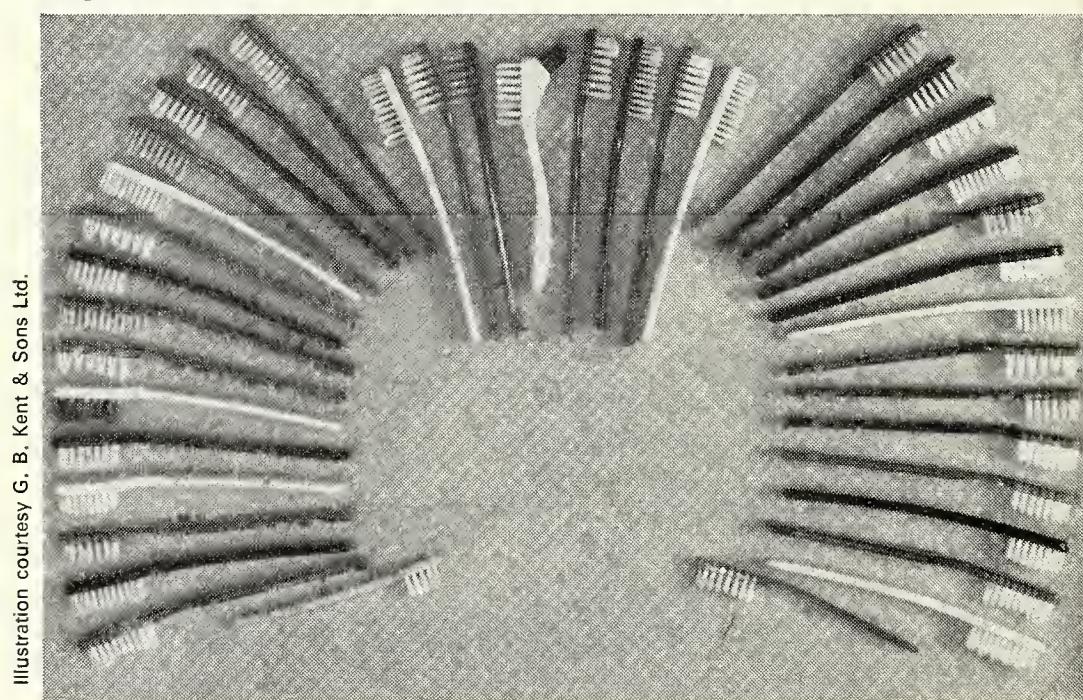
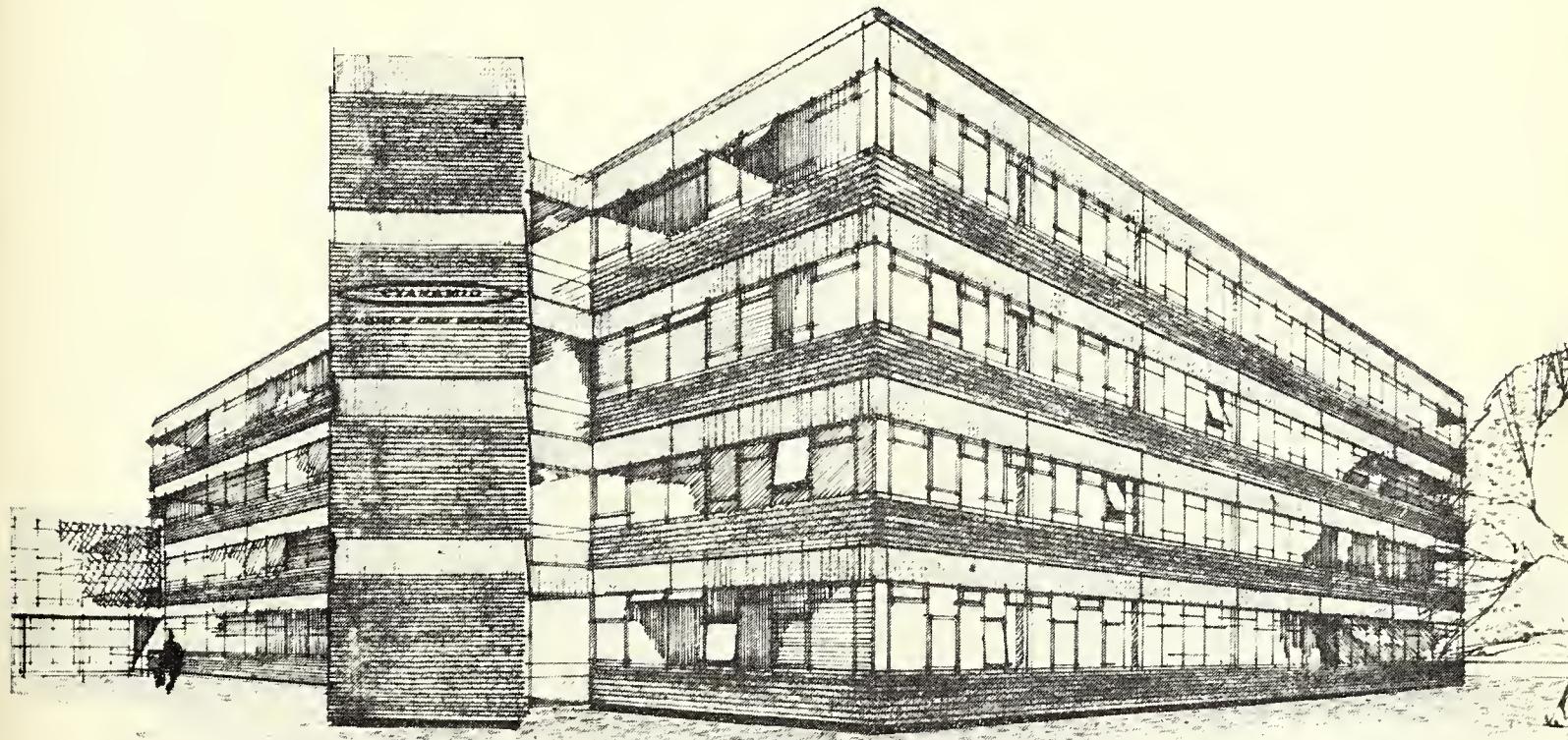


Illustration courtesy G. B. Kent & Sons Ltd.

A short address from Lederle Laboratories.

Fareham Road, Gosport, Hants PO13 0AS.
Tel: Fareham (03292) 6131.

This will be our new address as from July 31st 1972.



Lederle Laboratories.

Research for British Medicine.

Cyanamid of Great Britain Ltd.



PICOT
PERFUMES

CHANGE OF ADDRESS

Owing to group expansion Picot Ltd. wish to announce their new address

**50 UPPER BROOK STREET
LONDON, W1Y 2AE**

01-629 4422
01-493 9216

**BONUS
OFFER**

NEW

DERL*

**medicated toilet soap
DESTROYS SKIN BACTERIA THE REAL
CAUSE OF PERSPIRATION ODOUR**

*** contains no hexachlorophane**



**WEDDEL PHARMACEUTICALS LTD. 14 WEST SMITHFIELD LONDON EC1A 9HY
SPECIAL BONUS OFFER 12 TABLETS INVOICED AS 10—MINIMUM 4 DOZEN TABLETS — Open until OCT 31st 1972**

Gross cost 48 tablets invoiced as 40 £2.504 Selling price £4.504 **YOUR PROFIT (80% on outlay) £2.000**

Please send me Dozen Derl Medicated Toilet Soaps and invoice direct/through*

CHEMIST'S NAME AND ADDRESS

.....

WHOLESALER'S NAME AND ADDRESS

.....

* DELETE WHERE APPLICABLE

Advertising feature was "error of judgement"

"They have sailed just about as close to the wind as they can" but it fell short of misconduct, said Sir Gordon Willmer giving a decision of the Statutory Committee, Pharmaceutical Society on July 25.

The case concerned P. Williams (Chemists) Ltd, 29 Victoria Street, Crewe. The superintendent director Mr John Williams and the manager of one of its shops Mr Barry Davies were before the committee following a one-and-a-half page advertising feature in a Cheshire weekly paper about the opening of a new walk-around self-service pharmacy by the company.

The chairman Sir Gordon Willmer, said "It really amounts to no more than an error of judgement. In those circumstances I don't think it would be proper for the Committee to take any disciplinary action against the company or the two pharmacists."

Mr Peter St John Howe, solicitor, said the one-and-a-half page feature article in the Nantwich Chronicle in September, 1971, was headed "Advertisement feature".

Heavy print

The title of the company, which included the word "Chemist" appeared in heavy print in the advertisement and twice in the editorial article associated with the advertisement. The title of the company also appeared in heavy print in 14 ancillary advertisements surrounding the feature.

The advertisement incorporated a sketch of the new shop front with the facia wording "Dispensing Chemist" prominently featured. The advertisement also included in very heavy type the phrase "New Walk Round Chemist".

Mr Howe said the editorial included a reference to pharmacy implicit in the phrase "... its other businesses, three traditional chemists shops situated at strategic points in and around the town centre".

Mr Williams told the Committee he believed the article did not infringe the Society's Code because it did not advertise the dispensing or professional services of the shop. The whole of the feature and the advertisements from various manufacturers accompanying it, were directed at promoting the sundry goods sold in a pharmacy.

Mr John Shaw, representing the company and the two pharmacists, said the professional activity of pharmacists would not provide a living so trading in traditional goods associated with a chemists shop was a major part of a pharmacist's function. "There is nothing in the Code which prevents the advertising of these trading activities," he said.

Giving the decision of the Committee, Sir Gordon said that it had been a useful exercise to have the subject ventilated. As far as the pharmaceutical business was concerned the limits on advertising were very strictly laid down.

"But whether it is distasteful or not to the profession, there is no curb on the advertising of ancillary trading in such

matters as photographic goods or cosmetics and so forth," said Sir Gordon. "The point has been strongly emphasised before us that this very large scale advertisement does not in fact go beyond advertising the trading activities as opposed to the professional and pharmaceutical activities of Mr Williams and his company."

The Committee decided to take no further action in another case where a pharmacist had appeared before the committee in April, 1971, and the case was adjourned for 12 months. The case had to be further adjourned last May because of

a police report about an apparent deficiency in the drugs record.

Mr Howe told the Committee: "I am happy to tell you that further investigation shows there was an error in the books and not in the amounts received." The wholesalers had invoiced some pethidine which had not been received and the police were fully satisfied.

A case concerning Alderman Leslie Stuart Miller, High Street, Poole, who was convicted in March of offences under the Pharmacy and Poisons Act, 1933, was adjourned *sine die*. Mr Howe told the Committee, Alderman Miller had been removed from the Society's Register owing to the non-payment of fees. The Chairman said Alderman Miller would not be allowed to come back on the Register until this matter had been inquired into by the Committee.

Information for manufacturers

Beta-Quest agents

Boro' Labs are now agents for Beta-Quest multi-purpose disposable aprons.

Made in a soft opaque white plastics material, the aprons are sufficiently durable to withstand repeated re-use but are inexpensive enough to be discarded when badly soiled. They are available in three standard sizes at prices which allow really worthwhile savings when compared with the normal purchasing, laundering and repair costs of conventional aprons.

A unique easy-to-handle wall-mounted dispenser cuts storage space requirements by two-thirds and keeps the aprons in a hygienic condition until required.

Details and prices are available on request (Boro' Laboratories and Appliance Co Ltd, 1 Station Buildings, Catford, London SE6 4RB).

Disposable work hats

A soft white stretchable nonwoven fabric has been used by DRG Designs for their new disposable work hats. Printed in bold cerise or turquoise stripes, they are said to be light, comfortable and hygienic. Available in small/medium and medium/large sizes and packed in units of 100 x 10 to a transit carton.

These hats, which can be specially printed, are one of a range of convenience products from DRG Designs, Victoria House, Southampton Row, London, WC1.

Non-metallic strapping

Packers Supply Co Ltd, are now introducing a non-metallic strapping system complementary to their Agripta steel strapping system. Pakastrap, as it will be known, is a polypropylene strapping developed especially with characteristics appropriate for lightweight and soft packages and also applicable to certain types of palletised and unitised loads where reinforcement with flexibility is required.

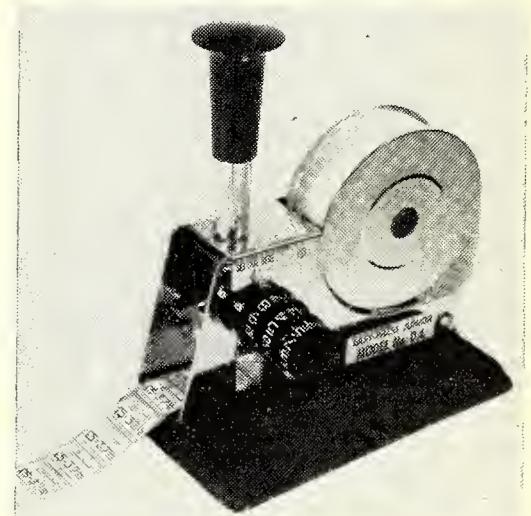
The Agripta NMC strapping tool for use with Pakastrap has been developed from one of the range of Agripta steel strapping tools. It combines a quick, simple method of tensioning with a sealing unit capable of effecting a strong, neat and secure sealed joint and also embodies an automatic cutter.

Further particulars may be obtained from Packers Supply Co Ltd, Agripta House, Burlington Road, New Malden, Surrey.

Carton with product visibility

John Waddington Ltd are seeking to extend the application of their recently launched carton with PVC panel, Compac, into further product fields, including cosmetics, toiletries and pharmaceuticals.

The costs of the pack are claimed to be up to 30 per cent less than a tray with vacuum formed acetate lid, the other main advantages being maximum visibility of the product, which enhances display impact and makes pilferage more difficult to disguise, relatively low overheads as the packs can be transported and stored flat, as well as greater durability than cartons with the familiar window patch. Further details from John Waddington Ltd, Wakefield Road, Leeds LS10 3TP.



The RS150 seven-digit price marker which is offered together with a supply of 10,000 self-adhesive labels for £19.95 when plain (unprinted) labels are supplied. The marker is claimed to be particularly suited to the needs of the retail pharmacist and is capable of producing as many as 150 labels per minute by simple hand operation. (Retail Systems International, Paderova House, Arkwright Road, South Croydon CR2 0LL)

MARKET NEWS

Dock strike bites into business

London, July 26: With merchants unable to get much of their produce out of the docks and also precluded from exporting for the same reason, the market was understandably quiet during most of the week. Some of the more expensive items were quoted inclusive of air freight which meant that anyone urgently needing supplies were having to pay the excess cost of air over sea freight.

With little business being transacted prices of most commodities were hardly tested. It was said that ginger and turmeric were dearer, but anyone trying to do business was unable to get firm acceptances. Brazilian menthol eased off its peak. Pepper was being quoted ex Hamburg inclusive of air freight. New prices were established for belladonna. Cascara was nominal in both positions while colocynth pulp went up by £100 metric ton. Sarsaparilla was dearer by £134 ton.

Tinnevelly senna shipments from Tuticorin during June included:

	UK	US	Europe
Senna	Tons	Tons	Tons
leaves..	19	—	101
pods ..	1	—	48

In essential oil bois de rose was offered on the spot after an absence of several weeks; there were still no forward offers. Dearer was Madagascar clove leaf and lemongrass.

Pharmaceutical chemicals

Adrenaline: (Per g) Synthetic 1-kg lots, £0.059 500 g (£0.067); acid tartrate, 1 kg (£0.44); 500 g (£0.05).

Aloin: 50-kg lots £9 kg.

Aminacrine hydrochloride: £33.50 kg.

Ammonium bicarbonate: £55 metric ton delivered; carbonate lump and powder £88.20.

Aspirin: 10-metric ton lots £525 ton; 5-ton £530; 1-ton £540.

Bemegride: BPC £16 kg.

Benzamine lactate: 500-kg lots, £51.15 kg.

Benzocaine: 50-kg lots £1.48 kg.

Bismuth salts: £ per kg.

	12½-kg	50-kg	250-kg
carbonate	4.68	4.50	4.45
salicylate	4.00	3.50	—
subgallate	4.30	4.10	—
subnitrate	4.25	4.05	4.00

Bromides: Crystals (£ per kg).

	12½ kg	50 kg	250 kg
Ammonium	0.52	0.43	0.40½
Potassium	0.47	0.38½	0.36
Sodium	0.46	0.38	0.35½

*Powder plus £0.02.

Borax: BP grades, per metric ton, in paper bags delivered: granular £75, crystals £100; powder £82; extra fine powder £86. Technical grades less £20 per ton.

Brucine: sulphate £20 kg.

Caffeine: (50-kg) Anhydrous and hydrate £1.78 kg. **Calamine:** BP grade £291 metric ton for 250-kg lots.

Cantharadin: £75 per 100 g.

Chlorophenesin: 50-kg lots £3.62½ kg.

Cortisone: acetate £0.25 per g.

Dienoestrol: 50-kilo lots £0.07 per g.

Ferrous fumarate: £0.50 kg for 50-kg lots.

Ferrous gluconate: £628 metric ton in 50-kg lots.

Ferrous phosphate: In kegs £0.46 kg.

Neomycin sulphate: BP 5-g £27.50 g.

Paraffins: (minimum 1-ton lots) liquid-BP £0.552 gal; light BPC 1963 £0.466; technical white oil WA23 £0.422; WA21 £0.477. Jelly-soft white BP £95 ton; yellow BP £85.

Penicillin: Potassium, sodium or procaine, sterile £9 per 1,000 Mu for 5-25,000 Mu lots.

Phthalylsulphathiazole: 50-kg lots £1.60.

Physostigmine: 100-g lots salicylate £0.69 per g; sulphate £0.88g.

Pilocarpine: 1-kg lots hydrochloride £102; nitrate £95.

Piperazine: Under 50 kg; adipate £0.963 kg; citrate £0.923; hexahydrate £0.663; phosphate £0.02½.

Potassium bitartrate: (metric ton) 50-kg lots £399; 250-kg £391; 1-ton £381.

Potassium citrate: £353 per metric ton.

Potassium permanganate: BP £0.22½ kg technical £0.21½.

Crude drugs

Aconite: Spot £1,080 metric ton; £1,040 cif.

Agar: (lb) Kobe No 1 £0.85 cif; European £0.73.

Aloes: (metric ton) Cape primes £270 spot; £240 cif. Curacao £780 spot; £730, cif.

Balsams: (lb) Canada: £2.05 spot; shipment £1.95 cif. **Copaiba:** BPC £1.25, Para £0.40. **Peru:** £1.10 £1, cif. **Tolu:** BP £0.70.

Belladonna: Leaves £300 metric ton spot, herb £250 and root £225. Shipment not offering.

Benzoin: BPC £0.75 kg spot; £0.66, cif.

Buchu: Spot £1 per lb; shipment £0.95, cif.

Camphor: BP natural powder £0.85 kg spot; £0.83, cif. Synthetic BP £0.57 kg in 500-kg lots.

Cardamoms: (Per lb cif) Alleppy greens No 1, £0.85; prime seeds £0.90.

Cascara: Spot £430 metric ton; nominal shipment no offers.

Cassia: Lignea, whole £620 metric ton cif.

Chamomile: Hungarian £0.45; lb.

Cherry bark: Nominal spot and shipment.

Chillies: Zanzibar £575 ton spot.

Cinnamon: Seychelles bark £275 ton, cif. Ceylon quills four O's £604.80, quillings £313.60.

Cloves: Madagascar £1.450 metric ton, cif.

Cochineal: Tenerife black-brilliant £6.85 kg spot; £6.75, cif. Peruvian silver grey £5.10.

Cocillana: Spot £0.35 lb.

Colocynth pulp: Spot £750 metric ton.

Dandelion: Root £410 metric ton spot; £385, cif.

Ergot: Spot £3.10 kg.

Gentian: Root £400 metric ton spot; £390, cif.

Ginger: (ton) Cochin £240, cif. Jamaican No. 3 £1.050 spot; £840, cif. Nigerian split £210 spot; £192.50 cif; peeled £310 spot; £285, cif. Sierra Leone, no offers.

Gums: **Acacia:** Kordofan cleaned sorts £295 metric ton spot; £265 cif. **Karaya:** No. 2 faq £24 cwt spot. **Tragacanth:** (cwt) No. 1 spot £250, No. 2 £220.

Henbane: Niger spot £430 metric ton; £420, cif.

Honey: (ton) Australian light amber £263, medium £251. Canadian not available. Mexican £246. Chinese light amber £238.

Hydrastis: £2 lb spot; no shipment offers.

Jalap: Mexican tubers £2 kg spot; £1.95, cif.

Kola nuts: West African halves £85 metric ton spot; shipment £78, cif.

Ipecacuanha: (per lb) Matto Grosso £2.50 spot; £2.40, cif. Costa Rican £2.25 spot; £2, cif.

Lanolin: Anhydrous BP minimum 1,000 kg £375 to £415; cosmetic grade £430.

Lemon peel: Spot £250 metric ton; £230, cif.

Liquorice root: (metric ton) Chinese £110. Russian £115. Spray-dried powder £396, delivered. Block juice £431.50.

Lobelia: American herb £785 metric ton spot; £760, cif.

Lycopodium: Indian £2.00 lb spot; £1.75, cif.

Mace: Grenada £0.35 lb. fob.

Menthol: (kg) Chinese spot £6.30, shipment £6.50, cif. Brazilian spot £3.80, afloat £2.50; £3.70, cif; August-September, to £3.60, cif.

Nutmeg: (Per ton, cif). Grenada: 80's £570; sound unassorted £490, defective £375, all cif.

Nux vomica: Shipment £100 metric ton, cif.

Pepper: (ton) Sarawak black £380 spot; £340.50 cif; white £560; £492.50, cif.

Podophyllum: Emodi £360 metric ton cif.

Quillaia: £470 metric ton nominal.

Rhubarb: From £0.30 to £1.50 lb.

Saffron: Mancha superior £82/kg.

Sarsaparilla: Spot £0.63 lb.

Seeds: (ton) **Anise:** China star £175, spot; shipment £125, cif. **Caraway:** Dutch ex wharf £390. **Celery:** Indian £300; shipment £260, cif. **Coriander:** Moroccan £80, cif. **Cumin:** Indian £300, cif. Chinese £235, cif. **Dill:** Indian, for shipment £120, cif. **Fennel:** Chinese £130 (metric ton), cif; Indian nominal. **Fenugreek:** Moroccan £69 long ton, cif. **Mustard:** £60-£120 spot.

Senega: Canadian £1.75 lb spot and cif.

Senna: (lb) Tinnevelly No. 3 faq leaves £0.06½; pods, hand-picked £0.11; manufacturing £0.08½; Alexandria h/p £0.52 ex wharf; manufacturing £0.26 nominal.

Squill: White spot £300 metric ton; £260, cif.

Styrax: £1.12½ lb spot; £1.10, cif.

Turmeric: Madras finger £200 ton; £172.50, cif.

Tonquin beans: Para £0.37 lb spot; £0.32, cif.

Valerian: (metric ton) Continental £280; £275 cif; Indian £270 spot; £265, cif.

Waxes: (ton) Bees' Dar-es-Salaam, spot nominal; £610, cif. **Candelilla** and **Carnauba** both nominal.

Witchhazel leaves: Spot £0.30 lb; £0.27 cif.

Essential and expressed oils

Almond: Drum lots £0.60 kg.

Amber: Rectified spot £0.33 kg.

Anise: Chinese £1.45 kg spot; £1.40, cif.

Bay: £5.95 spot, shipment £6.50, cif.

Bergamot: £9.35-£14 kg as to grade.

Birch tar: Rectified £2.35 kg.

Bois de rose: £2.70 spot; no cif offers.

Buchu: English distilled £210 kg.

Cade: Spanish £0.45 kg.

Cajuput: £1.20 kg on spot.

Camphor white: Spot £0.38 nominal; £0.35 kg, cif.

Cananga: Java £5 kg, cif.

Caraway: Dutch £7.50 kg; English £21.50 kg.

Cardamom: English distilled £50 kg; Indian £48.50.

Cassia: Chinese 90 per cent, £2.20 kg, 85 per cent £2.05; both spot.

Celery: English £26 kg; Indian £19.

Cinnamon: Ceylon leaf £1.45 spot, £1.38 cif, Seychelles leaf rectified £3.50, cif. Bark, BP £2.20 English distilled bark £88.

Citronella: Ceylon spot £1.05 kg; £0.95, cif.

Chinese £1.05 spot; £0.99, cif.

Clove: Madagascar leaf £1.20 kg; £1.15, cif. English distilled bud £17.60. Stem oil £5.50 kg, cif.

Cod-liver: BP in 45-gal lots £28.80 naked.

Coriander: £8.80 kg spot.

Cubeb: English, £13.50 kg.

Dill: £5.70 kg spot.

Eucalyptus: Chinese 80-85 per cent £0.62 kg in bond; shipment £0.68, cif.

Fennel: Spanish sweet £2.09 kg.

Geranium: (kg) Bourbon £16.25; Congo £14.

Ginger: English distilled £40 kg; Indian £16.50.

Juniper: Berry £3.08 kg; wood £0.55.

Lavandin: £2.76 kg spot.

Lavender: French from £4.40 kg.

Lavender spike: In 1-metric ton lots £3 kg.

Lemongrass: £2.05 kg spot; £1.80, cif.

Lemon: Sicilian £3.56 kg as to quality.

Lime: West Indian £7.70 kg spot; £7.15, cif.

Mandarin: £5 kg.

Nutmeg: East Indian £4.95 kg. English distilled from West Indian £12, from E Indian £13.15.

Olive: £344-£347 metric ton, fob, Spain; spot £395-£405 long ton, duty paid ex wharf.

Orange: Sweet £0.54 kg spot; bitter from £3.15.

Palmarosa: £7.50 kg spot, £7, cif.

Patchouli: Spot £4.80 to £6 kg.

Pennyroyal: £2 kg, new crop.

Pepper: English distilled ex black £32.50 kg.

Peppermint: (per kg) *Arvensis* Chinese, spot unobtainable; Oct-Nov £2.60, cif. *Brazilian* £1.60 spot; £1.55, cif. *American* *Piperita* from £1.60.

Petitgrain: Spot £3.55 kg; shipment £3.60, cif.

Pimento: Berry £4.90 kg; leaf £4.25.

Pine: (kg) *Abietis* £3.75, *pumillonis* £6; *sylvestris* £1.62.

Rosemary: Spanish £1.90 kg, scarce.

Sage: Spanish nominally £4 kg spot.

Sandalwood: Mysore spot £13.50. East Indian for shipment £13.40 kg, cif.

Spearmint: American from £5.30 kg, cif; Chinese

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Post to Classified Advertisements, Chemist and Druggist, 25 New Street Square, London EC4A 3JA Telephone 01-353 3212

Circulation ABC
January/December 1971 15,167

Hospital appointments

NEWPORT AND EAST MONMOUTHSHIRE HOSPITAL MANAGEMENT COMMITTEE

SENIOR PHARMACIST

Required at this General Hospital. Salary: £1,689-£2,100.

Please apply, quoting two referees to the Group Secretary, 64 Cardiff Road, Newport, Monmouthshire.

PHARMACISTS,
Walton Hospital, Rice Lane,
Liverpool, L9 1AE

Applications are invited for posts of basic grade Pharmacists to work in a modern department serving this busy acute hospital of 955 beds with a large out-patient and Accident and Emergency commitment. Those appointed will be required to assist in the introduction of a new ward drug administration scheme. This post offers an excellent opportunity to those with an interest in a career in the hospital service. Salary £1,545 p.a. to £1,941 p.a.

Applications stating age, qualifications, experience and the names and addresses of two referees, preferably present and previous employers, should be forwarded to the Hospital Secretary as soon as possible.

HAMMERSMITH HOSPITAL and Royal Postgraduate Medical School, Du Cane Road, London, W12 0HS. PHARMACIST required for large general postgraduate teaching hospital (Category V). Post offers all-round experience, and participation in the highly specialised service to the School, Medical Research Council and other research units. Salary scale £1,545-£1,941 plus Higher Qualification allowance £25.00 (where applicable) and London Allowance £126. Accommodation available for single person (female). Applications stating age, experience (if any) and naming two referees to Chief Pharmacist—01-743 2030, ext. 37.

High Wycombe & District HMC

WYCOMBE GENERAL HOSPITAL, HIGH WYCOMBE, BUCKS PHARMACY TECHNICIAN required for modern pharmacy. Good working conditions and opportunity to gain wide experience in a busy general hospital. Applicants must possess recognised pharmacy certification. Salary within scale £954-£1,320 per annum.

Further details from Group Chief Pharmacist, High Wycombe 26161, Ext. 250.

HERTFORD COUNTY HOSPITAL
North Road, Hertford, Herts.

SENIOR PHARMACIST (Cat. III)
Applications invited for above full-time post. Department responsible for purchase and issue of drugs, dressings, surgical instruments, etc., for above and two smaller hospitals. Whitley Council Salary and Conditions.

Applications, giving details of age, qualifications and experience, with names of two referees, to Hospital Secretary.

HAMMERSMITH HOSPITAL and Royal Postgraduate Medical School, Du Cane Road, London W12 0HS. LOCUM PHARMACIST required as soon as possible for several weeks. Salary £38.90 per week. Apply Chief Pharmacist—01-743 2030, ext. 37.

The St. Birinus Group Hospital Management Committee

CHIEF PHARMACIST (Category I)

Applications are invited for the above post in this Group of Psychiatric Hospitals. Previous hospital experience desirable but not essential. Salary scale £1,758-£2,253. House available if required. Further particulars available from the Group Pharmacist (Mr. J. R. Holmes), and application forms obtainable from the Group Secretary, Fair Mile Hospital, Wallingford, Berkshire, to whom they should be returned as soon as possible.

High Wycombe & District HMC

AMERSHAM GENERAL HOSPITAL, AMERSHAM, BUCKS

PHARMACY TECHNICIAN required full-time. Salary £954 to £1,320 according to age and experience. Applications with names of two referees are invited from persons holding the Certificate of Apothecaries or equivalent certificate to Hospital Secretary. Enquiries to Chief Pharmacist, Amersham 4411, Ext. 1.

Situations vacant

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MACCLESFIELD, Cheshire.
Tel: Bollington 2459/50 or 2777.

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Tenders

NOTTINGHAMSHIRE COUNTY COUNCIL

Tenders are invited for the supply of the following goods and articles to various premises within the County for a period of seventeen months commencing 1st November, 1972:—

Medical and Sundry Supplies
Surgical Appliances and Instruments

Nursing Equipment and Appliances, including Commodes and Wheelchairs

Rubber Articles

Surgical Dressings and Plasters, etc.

Maternity Outfits and Pads

Dental Consumable stores and Instruments

Vaccines.

Further particulars and forms of tender and conditions of contract may be obtained from the County Medical Officer, County Hall, West Bridgford, Nottingham, NG2 7OP. Completed tenders in the envelopes to be supplied should be received not later than 10.0 a.m. on Friday, 1st September, 1972.

A. R. DAVIS
Clerk of the County Council
County Hall,
West Bridgford,
Nottingham, NG2 7OP.

Trade Marks

THE Trade Mark VELOX No. 55648 in respect of Hair dye preparation was assigned on the 6th October 1971 by SUTER ELECTRICAL LIMITED (previously called EUGENI LIMITED) of 9-17, Park Royal Road, London, NW10 to ASHE LABORATORIES LIMITED of Ashetree Works, Kingston Road, Leatherhead, Surrey WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH IT WAS THEN IN USE.

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Gross 2000T	£5.36	£9.92
Gross 2000AG	£6.13	£11.55
NCR 22X	£5.57	£9.99
NCR 22D	£5.92	£10.97
NCR 31Z	£6.73	£12.42
NCR 32D	£6.46	£10.86
Olivetti Prima 20	£6.45	£9.75
Also Regna, Anker, Hugin, Sweda		
Cash with order—Rolls by return		
CASHADD, 61 Liverpool Road, Irlam, Lancs. Tel: 061-775 2493.		

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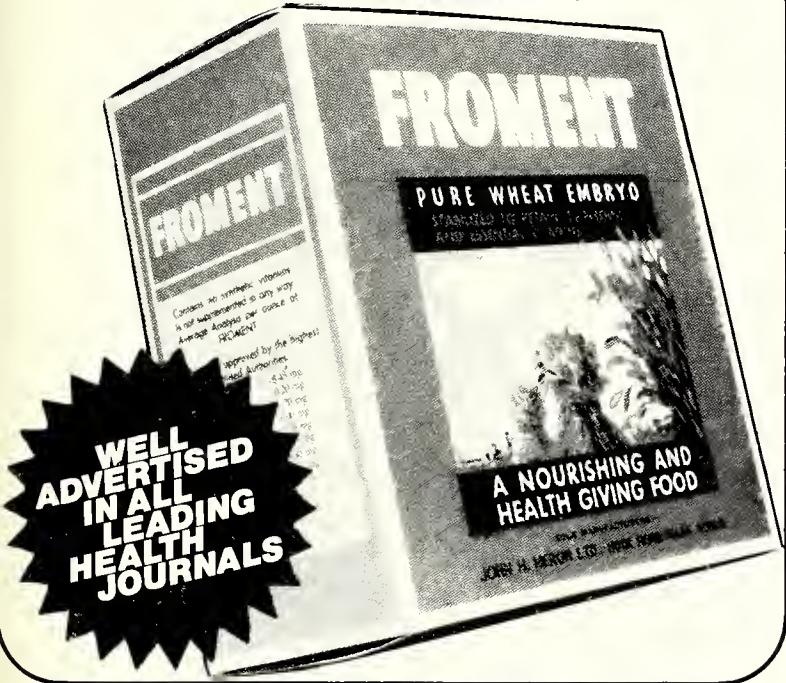
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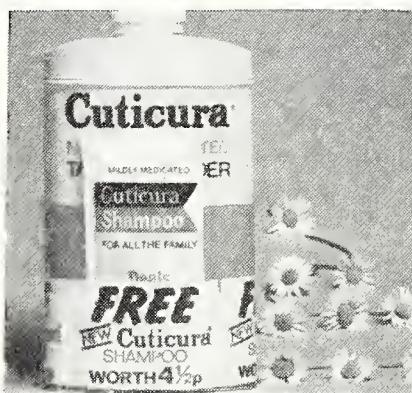
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